

# ART 295 : PORTFOLIO DEVELOPMENT AND BUSINESS PRACTICES

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## Transcript title

Portfolio Business Practices

## Credits

4

## Grading mode

Standard letter grades

## Total contact hours

40

## Lecture hours

40

## Recommended preparation

ART 110, ART 141, ART 265.

## Course Description

Develop a visual art portfolio and other written materials suitable for professional opportunities. Introduces strategies appropriate for all types of visual artists and the business of art and entrepreneurship, as well as strategies for work-place and/or client communication including preparation for job interviews and portfolio reviews. Recommend an already-developed body of artwork for course success. Repeatable for credit.

## Course learning outcomes

1. Create a professional, individualized art portfolio and employment documents.
2. Use appropriate media to document artwork.
3. Research local and regional job, exhibition, and/or scholarship opportunities.
4. Demonstrate a broad knowledge of the business of art, from traditional art and commercial markets to related opportunities in writing and oral communication.
5. Articulate the creative concepts in one's work through writing, as well as oral and visual presentations.
6. Understand and articulate good business practices using the proper documentation for the various types of opportunities.
7. Use vocabulary and syntax appropriate for effectively communicating with message receivers of varying literacy levels and diverse cultures.

## Content outline

1. Individualized visual art portfolio: print, digital, and website
2. Resume and curriculum vitae
3. Artist bio and statement
4. Photographing and formatting artwork images for portfolio
5. Self-promotion using various platforms
6. Types of employment
7. Communication Skills Review

8. Pricing your artwork
9. Plans for success and handling failures
10. Professional presentation of portfolio

## Required materials

Textbook may be required. Students will need to provide specific materials used in this course, please see the syllabus for a detailed list.

## General education/Related instruction lists

- Communications