

Art Marketing
Room: SM Campus, Fine Arts - F10
Tuesdays 6:30-9:20 pm
Catalog Prerequisites: None

Allan Hancock College
Instructor: Robert Burridge
Voice Mail: 489-9649
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Schedule Description

An introduction to marketing your art.

Course Goals: To encourage and enable students in the following:

1. How to make a living as an artist.
2. Understand self promotion and marketing your artwork.
3. Acquire knowledge and skill for effective presentations.
4. Develop the knowledge of the relationships between artists, art agents, galleries, and publications.
5. Become aware of the art laws and how to protect and advance yourself.
6. Develop skill and knowledge on photographing your art.

Instructional Objectives: At the end of the course, students will have a working knowledge of:

1. Produce a slide portfolio for presentations and art show competitions.
2. Price artwork.
3. Read and negotiate contracts.
4. Copyright registration and licensing agreements.
5. Understand taxes and the arts.
6. Seek gallery representation.
7. Apply to art fairs and festivals.
8. Understand the basis for public relations.
9. Create a press release.
10. Create a resume, artist statement and biography.

Course Outline

	<u>Week</u>
1. Overall concept of marketing art and creating a marketing program.	1
2. The importance of slides	2
A. Documentation and record keeping	
B. Applications and submissions	
C. How to photograph artwork	
3. Artist's self promotion tools	3-4
A. Statement	
B. Resume	
C. Biography	
D. Brochure	
E. Assembling a portfolio	
F. Catalogs	
4. Exhibitions	5
A. Creating a timeline	
B. Press releases	
C. Developing a mailing list	
D. Art fairs and festivals	
E. Pricing artwork	
F. Insurance	
5. Art Law	6-7
A. Copyright laws	
B. Licensing	
C. Commissions	
D. Taxes	
E. Reproductions	
6. Galleries and Representation	8
A. Contacts & Contracts	
B. Studio visits	
C. Working with Galleries	
D. Artist Portfolio Presentation	

Appropriate Readings

1. Art Calendar Magazine.
2. Artweek Magazine.
3. Art in America.
4. Art News.
5. Sunshine Artist.
6. American Craft.
7. Craft Report.
8. License! Magazine.
9. Art Calendar Monographs.
10. The Artist's Friendly Legal Guide.

**A complete suggested reading list is available at Class #1.

Assignments - To be announced at end of each lecture.

Sample assignments:

1. Artist's resume.
2. Artist statement.
3. Develop timeline for exhibition.
4. Press release.
5. Slide portfolio.

Text and Supplies

Adopted Text: None

Other Materials:

1. Access to a 35mm camera.
2. Fujichrome 100 ASA 36 exposure.
3. Slide sleeves.
4. 3-Ringed Notebook, 8 dividers and extra paper, pen or pencil.

Evaluation

All in-class exercises and homework assignments including selected individual assignments must be retained in student's notebook. Students will be given the opportunity of presenting their assignments during selected classes.

Grades

Grade of A through F will be based on the student's understanding of specific marketing concepts, progress and development of individual's goals, presentation of ideas, quality of work, and attendance. This is a lecture+assignment course. The student is expected to participate in class and spend a minimum of one hour per week on homework assignments. No points for extra, unassigned work.

Attendance

The primary requirement in this class is to attend. Students who fail to attend class will miss lectures, demonstrations, class exercises, and critiques.

Absences

A student who misses three classes will have to do extra work in order to maintain their grade level. It is the student's responsibility to ask for extra assignments. Failure to complete these assignments can result in the loss of one grade (A becomes B or C becomes D).

Excused Absences

A note from a doctor on the doctor's stationery will be accepted as an excuse for one or two absences, provided the student makes the work up.

Punctuality

Most of the lectures, slides, and class overview will begin five minutes after the class starting time. If the student is late, important information will be missed. It is the student's responsibility to make sure the instructor checks the roll sheet. Two "lates" equal one absence.

Withdraw Policy

Students who stop attending class should withdraw from the class so they do not receive an F grade. Students who miss more than two classes in a row, or a total of three classes, may be dropped at the instructor's discretion. It is the student's responsibility to go to the records office and withdraw from this course if the student cannot complete it for any reason. Failure to do so may result in a failing grade.

CR/NC Option

If the student is not an art major and does not want their performance in this class to affect their GPA, consider using the CR/NC option and receive the units but no grade. If interested, sign up early in the semester in the records office.

Emergency or absence messages - call AHC 805/922-6966 ext. 3306.

Disclaimer: The instructor reserves the right to change any of the above whenever he feels like it.