

University of Wisconsin-Madison
Integrated Arts 320: Introduction to Arts Entrepreneurship

Course number: Integrated Arts 320 **Title:** Introduction to Arts Entrepreneurship **Credits:** 3.0

Canvas URL: <https://canvas.wisc.edu/courses/106037>

Meeting times: Tuesday & Thursday 9:30-10:45 am for Fall 2018

Pre-requisites: None **Expected out of class work:** 5 hrs/week

Class Location: 2280 Grainger Hall

Instructor: Sarah Marty

Email: Please communicate via the Canvas Inbox rather than using traditional email.

Office hours: Tuesdays & Thursdays, by appointment

Course Overview

“Introduction to Arts Entrepreneurship” will offer an overview and foundation for students interested in developing, launching, or advancing innovative projects in arts, culture, design, and humanities. Students from a variety of creative majors across campus will learn the unique contexts and challenges of creative careers. Students will cultivate their own career vision and creative project goals while gaining an understanding of the nature and structure of arts entrepreneurship – for-profit, nonprofit, and in between.

The course meets twice weekly over 15 weeks. Guest lectures by creative professionals and class discussions will ensure ongoing connections between theory and practice. The course is intended to align with the Wisconsin School of Business undergraduate Entrepreneurship Certificate for students who are interested in a more intensive focus on creative enterprise.

Learning Objectives

This course seeks to help students gain knowledge and skills in the following domains:

1. Imagining or recognizing entrepreneurship opportunities in arts, culture or expression (projects, partnerships, initiatives, organizations, etc.);
2. Assessing those opportunities and developing them into project concepts;
3. Discovering, acquiring and aligning the key resources necessary for a concept’s success (time, money, space, equipment, talent);
4. Presenting a clear and compelling project plan in written and spoken form;
5. Evaluating a project’s outcomes in ways that foster learning and promote future success;
6. Creating a web-based professional portfolio with work samples.

All of the above depend upon two other learning goals for this course:

1. An improved ability to understand and continually learn about yourself (personal, creative, and goals, interests, preferences, talents, strengths, weaknesses, style, risk tolerance, etc.);
2. A broader understanding of arts entrepreneurship – its general context in society and its specific context in business – and the overlapping domains that comprise it.

Course Materials

The textbook, "Work of Art Toolkit: Business Skills for Artists," has been provided as a pdf. Please print out a copy and place it in a 3-ring binder which you'll bring to class when directed.

Supplemental readings, videos, other materials, and detailed descriptions of all assignments will be made available in the Canvas in Learn@UW.

Expectations

Full student participation in this course is not only required as part of your grade, it is also essential for the success of the course for everyone around you. We expect every student to arrive on time to every session and to be actively engaged when in class. This means actively listening, sharing your own ideas and questions, participating in small group and full-class exercises and activities, and focusing on the lectures and/or visiting speakers.

All course materials are available in Canvas in Learn@UW. Students will be expected to complete work, as assigned, prior to each class meeting. Late assignments will not be accepted. If you are going to miss a class for any reason, you are still expected to turn in the homework by the date/time it was due. There is no extra credit.

Electronic Device Policy

To ensure the class-wide focus on the conversation in the room, we will not allow the student use of electronic devices during class time – computers, phones, tablets and the like. We recognize that this may be an inconvenience for students who prefer to take notes on such devices, but we need everyone's attention and connection in the room. This policy will be suspended during breaks and individual/group project time, as announced by the faculty.

Academic Integrity

The faculty of the Wisconsin School of Business emphasizes that honesty, integrity, and respect for others are fundamental expectations in our School. Please read carefully the provisions of the policies, make certain you understand and adhere to them, and ask me to clarify any questions you have regarding them.

Take advantage of the many resources available throughout the University!

- UW-Madison policy on Academic Integrity <http://www.students.wisc.edu/doso/academic-integrity/>
- Writing Center <http://www.wisc.edu/writing/Handbook/index.html>
- Tips on avoiding plagiarism http://www.wisc.edu/writing/Handbook/QPA_plagiarism.html

Grading & Assignments (100 points total)

In this course, a grade of A or AB means the student has done solid work and even excelled in some areas. A grade of B means that the student's performance meets basic standards, and a B/C indicates some areas of concern. A grade of C or below reflects performance by the student that has not met the core learning objectives in the course. Inconsistent attendance and missed deadlines contribute to lower performance.

Grading scale: 93-100 A, 88-92 AB, 83-87 B, 78-82 BC, 70-77 C, 60-69 D, Below 60 F

Attendance & Participation (15 points)

Class is part lecture, part discussion of readings and videos assigned for the week, and part group activities. Students are expected to attend every class session, in full, for the period. Please do not schedule job interviews or exams for other courses during class time. If you miss class more than twice, your final will automatically be lowered by one letter grade.

Participation will be evaluated as follows:

- **Outstanding Contributor:** Innovative and critical work indicating high levels of synthesis/construction and application of ideas. Argument is clear, succinct, and demonstrating thorough independent judgment and proactive initiative. Contributions in class reflect exceptional preparation. Ideas offered are always substantive, provide one or more major insights as well as direction for the class. (Outstanding contributors will receive full credit = 15 points.)
- **Good Contributor:** Ideas are critically applied and coherently presented. Very good evidence of focused research and initiative. Contributions in class reflect thorough preparation. Ideas offered are usually substantive, provide good insights and sometimes direction for the class. Challenges are well substantiated and often persuasive. (Good contributors will receive 13 out of 15 points.)
- **Adequate Contributor:** A grasp of ideas/concepts and some critical application. Satisfactorily researched/referenced and relevant arguments developed. Work is reasonably constructed and presented with some evidence of critical independent judgement. Contributions in class reflect satisfactory preparation. Ideas offered are sometimes substantive, provide generally useful insights but seldom offer a new direction for the discussion. (Adequate contributors will receive 10 out of 15 points.)
- **Unsatisfactory Contributor or Non-Participant:** This person says little or nothing in class, providing no adequate basis for evaluation. OR contributions in class reflect inadequate preparation and ideas offered are seldom substantive, provide few if any insights and never a constructive direction for the class. (Unsatisfactory contributors will receive 8 out of 15 points.)

Class Projects

For the three class projects, a portion of the grade will be linked to the presence of required elements, while additional credit will be earned based on the student's overall performance for each project. Due in Canvas by Noon the day before class. Bring a hard copy of each item to class.

Project 1: Organizational Profile (10 points)

Each student will complete an organizational profile of a creative organization, entity or festival in the great Madison area, as assigned by the instructor. Complete description in the Course Overview Module.

Project 2: Enterprise Proposal (20 points)

Each student will prepare an Enterprise Proposal that will identify and describe your creative venture idea, its goals, market, budget and promotional strategy. Complete description in the Course Overview Module. This signature assignment will be completed in stages – with a written pitch and short verbal pitch presented for class feedback and several peer review sessions prior to the final project due date and presentation.

Project 3: Professional Portfolio (15 points)

Each student will develop a web-based portfolio appropriate for his or her discipline and goals. A detailed description of this project and its process are provided as a separate document in the Course Overview Module.

Assignments (40 points)

Assignments throughout the semester include a resume, a professional bio, and response papers.

Response papers should have one-inch margins in Times New Roman font and should follow traditional essay form with an introduction, multiple paragraphs, and a closing. Each paragraph is a maximum of 3-5 sentences. Response papers should be uploaded by noon on Tuesday of each week they are assigned and turned in as a hard copy (1 copy) at the beginning of class.

Contested Grades

If you believe your grade is inaccurate, you must wait at least 48 hours before contesting it. If you wish to contest a grade, you will need to write a letter explaining why you believe a mistake was made in grading your assignment. After I have received and read the letter, we will schedule an appointment to discuss the matter; however, if you ask for a paper/project to be reevaluated, I reserve the right to reevaluate the entire contents of the paper/project, and your grade can go up or go down as a result. Whenever possible, I encourage you to ask questions and clarifications about course assignments *before* turning them in.

Course Topics and Schedule (subject to change)

Week	Date	Topic	Lecture/Activities	Rdgs/Assignments
1	9/5	Course Intro	What is Arts Entrepreneurship? What does it mean to be an Artist and to work in the creative sector? Schedules of Creative People & Routine	Review Arts Enterprise Journal. Review Arts Experience Assignment. Discuss Project 1, assign organizations.
2	9/10 & 9/12	Your Promo Toolkit	Best practices for CVs and resumes. Look at Artist and Art Project or Organization websites for best practices. Small Group discuss/feedback on bios	Unit 3 "Portfolio Kit" WOAT reading due. Submit Bio in Canvas. Bring 2 hard copies Review Project 3 Outline
3	9/17 & 9/19	Work Samples	How do I capture, store, and share my work? Why is this important to my career? Small Group discuss/feedback on resumes. Discuss Project 3	Unit 12 "Business Plan" Textbook reading due. Review Project 2 Outline. Submit revised Bio in Canvas. Submit Resume in Canvas. Bring 2 copies
4	9/24 & 9/26	Artists & Audience	Discuss changing relationship between artists and audience. Social Media, access, expectations as well as opening up process of creation. In class presentations on Project 1	Readings & Materials in Canvas. Submit revised Resume in Canvas. Project 1 Due
5	10/1 & 10/3	Marketing & Promo	Talk about standard templates for posters, postcards, and event programs. Review best practices for press releases. Small groups review/discuss marketing materials from existing arts organizations and artists. Present findings in class.	Unit 4 & 5 Promo WOAT reading due. Submit Project 2 Written Pitch Guest Speaker: TBD
6	10/8 & 10/10	Funding Your Work	Lecture on "Funding your work" – from grants to Kickstarter and everything in between. Detailed lecture on Grantwriting, tied to Project 2 a and Unit 12 and ABC application.	Review New Arts Venture Challenge. Readings & Materials in Canvas. Unit 8 & 9 Funding WOAT reading due. Press Release due.
7	10/15 & 10/17	Public Speaking & Job Interviews	Presentation Skills – preparation for public speaking and interviews – from Ted Talk to TV and radio Discussion of Cunningham documentary, his career as an artist and photographer, filmmaking	Readings & Materials in Canvas Project 2 Small Group Verbal Pitch Submit Response Paper on Cunningham
8	10/22 & 10/24	Visual Art	Case Study of "This is Modern Art" – prep of world of graffiti art, learn how arts companies pick show/exhibits, look at what happened and discuss outcomes	Readings & Materials in Canvas Submit Response Paper
9	10/29 & 10/31	Digital vs Print Divide	Discuss how changes in media landscape are affecting how artists reach audiences, pros and cons of print vs digital, outline basic low budget promo plan that incorporates both. Preview Field Trip – overview of book arts, letterpress, publishing – museum curation, special event planning	Readings & Materials in Canvas Read an Isthmus from cover to cover
10	11/5 & 11/7	Public Art Digital Humanities	Case Study of Tower of London Poppies Project Explore resources and career opportunities related to digital archives and humanities – from work at museums and libraries to teaching and/or using primary sources as inspiration for other creative projects	Readings & Materials in Canvas Submit Response Paper Guest Speaker: TBD

11	11/12 & 11/14	Field Trip	Meet at The Chazen Museum.	Readings & Materials in Canvas Project 2 Due
12	11/19 & 11/21	TBD	Assignments inspired by Beauty Class taught by Diane Ragsdale and course taught by Lynda Barry – includes attending and reflecting on an arts event, a focused observation and listening assignment, and more	Readings & Materials in Canvas
13	11/26	Foodie Sector	Foodie Revolution in Creative Sector – idea of curating an experience from interior design and branding to menu creation, food aesthetics, and more. Learn about building a business – promo, financing, permits and more.	Readings & Materials in Canvas Guest Speaker: TBD
14	12/3 & 12/5		Presentations of Project 2 & 3 via speed rounds and more in depth in small groups TBD	Readings & Materials in Canvas Project 3 Due
15	12/10		Presentations of Project 2 & 3 via speed rounds and more in depth in small groups TBD	Readings & Materials in Canvas Class Presentations