ART 791: Professional Practices

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Class meets WED, 3:30 to 6:10 pm in Art 512
Office Hours: WED 11 to 1 pm in ART 418

COURSE OUTLINE

This weekly seminar course is intended to help candidates in the MFA program make a successful transition from graduate school to the professional art/design world. We will focus on honing professional business practices, marketing, presentation and career development. Emphasis on grant writing, fellowships and artist residences. Several field trips will be scheduled during the course of the semester. Credit/no credit.

I. Defining Professional Goals - Introductory Presentation

At the first class meeting please make a brief introduction about yourself and your work. At the second class meeting show images of recent work and address the content, concept and technical aspects of your practice. You will also provide an outline and analysis of short term professional goals during next 2 years and long-term professional goals over the next 5-10 years. Use the Goals Worksheet (Course Docs) for this step. Additionally, submit a list of discussion topics for this seminar that you think would be beneficial to your goals and objectives.

II. Strategies for Career Development

- Professional resume (CV)
- Narrative Bio
- Cover Letters (galleries, museums, job applications)
- Artist/Design statement
- Teaching philosophy
- Galleries, museums, and alternative spaces
• DIY Marketing (developing mailing lists, digital newsletters such as Mail Chimp, Instagram, business cards, postcards)
• Press releases
• Invitational, group and solo exhibitions
• Competitions
• Slide/Digital Registries
• Professional Organizations

III. Developing a Website Presence

• Using hosted website template sites for artists and designers
• Registering a domain name
• Photographing your work and preparing files for the Web

IV. Establishing a Studio

• Space and equipment needs and maintenance
• Health and Safety
• Insurance for studio, liability, health, accident
• Inventory of art work
• Taxes

V. Grants, Fellowships, Residencies

• Artist Foundation Grants
• Grants to Individuals
• Internet Resources
• Arts Organizations - National & International
• Artist Residencies – National & International

VI. Public Art

• Contracts
• State, regional, and national competitions
• Slide registries

VII. Discussion Topics

• Job opportunities
• Interviewing for teaching positions
• On-line galleries, publications, and reviews
• Blogs, art collectors and patrons, copyright
• Crowdfunding campaigns

VIII. MFA Thesis Exhibition