

FA 3303 002: FIELD STUDIES PROFESSIONAL PRACTICES

9am-11.50pm, Friday | August – December, 2020 | Room ~~FAB-303~~, Sul Ross State University
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Office Hours phone number: (432) 294-2182
Office Hours schedule (*phone calls, only*): MW: 8.30-8.55am TR: 10-10.55am, and by appointment

***** Please note that, due to the threat of COVID-19, class and office hours will be held online *****

Course Introduction

This class will help you prepare for the business of being an artist – how to sell yourself and ideas, how to keep track of business expenses, how to find funding, and many other useful skills. Towards the end of the semester is an optional trip to New York to visit galleries and talk to some professionals in the field.

Learning Objectives

In this course, you will:

- Learn how to write a press release and an artist statement.
- Research which galleries are compatible with your artist style.
- Learn how to organize and design a portfolio website
- Find out how to record expenses and income
- See how a commission art piece begins from query to final piece in print

Grading and Evaluation

You will be graded on exercises, attendance and participation in discussions and critiques, homework projects, and a final project. Details on how a project is graded are included in each project description. No extra-credit projects will be offered, so it is in your interest to submit work by the deadline.

Work submitted **no later** than the beginning of class, the day of the deadline, will be graded. **Any work submitted *one minute* past the beginning of class will be awarded a zero. There are no exceptions to this rule.**

Your final class grade will consist of:

- Book Quiz – 5%
- Class Projects : 70%
- Final Exam : 15%
- Attendance and participation: 10%

Final Examinations

You must turn up to the final examination. If you do not, your overall class grade will drop an entire letter.

Materials and Text

- *The Pricing and Ethical Guidelines Handbook, 15th ed* by Graphic Artists Guild. **Do NOT get an older edition due to outdated pricing information.**
- *Creative Inc.* by Joy Deangdeelert Cho and Meg Mateo Iasco. ISBN: 0811871614
- *A minimum of three months of professional website hosting, e.g. Squarespace*
- 4GB (min) flashdrive

The required text for this course is *Creative Inc.* Not having a copy of the textbook will impact your grade. A flash-drive is essential for saving your work. You are expected to back up your projects to another location, such as at a free service like www.dropbox.com or www.google.com/drive. Not submitting a project because you lost your flash-drive or some other technical difficulty will not be accepted as an excuse and will earn you a zero for that project.

A notebook and pen are required to make notes about Photoshop's various functions.

Additional Reading

- Art Inc: The Essential Guide for Building your career as an Artist by Lisa Congdon
- The Successful Artist's Career Guide by Margaret Peot
- The Artist's Guide by Jackie Battenfield
- How to be an Illustrator by Darrel Rees
- Becoming a successful Illustrator by Derek Brazell and Jo Davies

Tobacco Products

Tobacco products of any kind and e-cigarettes are not permitted in the classroom.

Email

You are expected to check your email account EVERY day. This is the account that is registered at Blackboard, and is usually your Sul Ross email account.

Software Availability

Besides access to the software in BAB 302-303, you can find Photoshop and Illustrator in FAB 207 and the computer lab in the ACR building. The second floor of the SRSU library has copies of Photoshop too.

Provided you have your own computer, a fully-working 7-day trial version of Photoshop and Illustrator can be downloaded from Adobe. Files created on the Mac version of Photoshop will work on a PC, and vice-versa.

Rules and expectations

Attendance is **compulsory**. If you must miss a class for a school-related activity, the absence must be discussed (and arrangements made regarding coursework) **prior to the absence**. If you must miss a class for an emergency or illness, please contact me **by email or phone as soon as possible**. Six (6) absences result in you being dropped from the course with a grade of "F" as per Sul Ross State University policy. Five (5) unexcused absences will result in a zero for your attendance and participation grade. Arriving to class **on time** is also essential – **arriving late more than two times will be counted as one absence. Lateness is defined as 15-minutes after the start of class. Leaving before class ends will result in you being marked absent for that day.**

Below is a guide to how much each absence impacts your attendance and participation grade.

- | | | | |
|---------------------------------|------|--------------------------------|--------|
| • One (1) unexcused absence: | -20% | • Four (4) unexcused absences: | -80% |
| • Two (2) unexcused absences: | -40% | • Five (5) unexcused absences: | - 100% |
| • Three (3) unexcused absences: | -60% | • Six (6) unexcused absences: | FAIL |

No cell phone usage. No social-networking websites. No checking personal emails. Headphones and earbuds are allowable **ONLY** when you are working, but not when the professor or a fellow student is speaking. **Doing any of these, or anything I consider disruptive to the class, will drastically drop your attendance and participation grade. You may be also asked to leave the class and will be marked absent for that day.**

Late work will not be accepted.

Plagiarizing, cheating, or any other dishonest behavior in the classroom will not be tolerated. Rules and regulations regarding plagiarism, dishonesty, and other issues concerning classroom participation can be found in University Rules and Regulations and Student Handbook.

SRSU Disability Services

Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Rebecca Greathouse Wren, LPC-S, SRSU's Accessibility Services Coordinator at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email rebecca.wren@sulross.edu. Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.

SRSU Library Services

The Sul Ross Library offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires your LoboID and password. Check out materials using your photo ID. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

SLOs

1. Students will expressively communicate an original idea or concept visually through an original artwork.
- 3d. Students with a concentration in Digital Art will be able to demonstrate knowledge and familiarity of digital image creation and knowledge of professional practices in digital art.
 - a. Demonstrate the ability to produce a cohesive professional thematic capstone project which is well crafted and has a defined technique or personal style.
 - b. Demonstrate technical mastery of digital skills as they apply to the selected media.
 - c. Ability to produce a professional portfolio that meet current industry standards.
 - d. Ability to work in a timely manner.

Marketable Skills

1. Solving problems through critical thinking.
2. Creating ideas with independence of thought.
3. Communicating professionally through written and spoken presentation.

Exam

Missing the exam at the end of the semester will result in your final score dropping an entire letter grade for the class.

COURSE CALENDAR

(please note that this syllabus is subject to change)

Aug 28	<p>INTRODUCTION</p> <ul style="list-style-type: none">• Class introduction and syllabus review• Bring your textbook to the following class <p>PROJECTS</p> <ul style="list-style-type: none">• <i>Class discussion</i> – What is art? Please make notes because this information will help you with a project on censorship.• Review the “List of Jobs” document in <i>Files for Students</i> and select a discipline that most suits you.• Project #01: Disciplines essay. Due next class.• Project #02: Research professional portfolio websites related to your art discipline. Turn these into a PowerPoint presentation (needs a minimum of 12-slides). Due next class. <p>PRESENTATIONS</p> <ul style="list-style-type: none">• Presentation 01: Sketchbooks <p>READING</p> <ul style="list-style-type: none">• Read chapter #1 of <i>Creative, Inc. – Introduction to Creative Freelancing</i>• Scan over pp15-327 <i>The Pricing and Ethical Guidelines Handbook</i> to get an idea of areas you could work.
Sept 4	<p>DUE TODAY</p> <ul style="list-style-type: none">• #01: Disciplines essay• #02: Show your website examples via a PowerPoint presentation.• Show both textbooks to the professor <p>PRESENTATIONS</p>

	<ul style="list-style-type: none"> • Presentation 02: Resume and Press Releases <p>PROJECTS</p> <ul style="list-style-type: none"> • #03: Write a resume. Due next class. • #04: Write a press release for your final exhibition. The contents may be for a speculative exhibition. Due next class. <p>READING</p> <ul style="list-style-type: none"> • Read chapter #2 of <i>Creative, Inc. – Setting up Shop</i>
Sept 11	<p>DUE TODAY</p> <ul style="list-style-type: none"> • #03: Resume • #04: Press Release <p>PRESENTATIONS</p> <ul style="list-style-type: none"> • Presentation 03: Artist Statements <p>PROJECTS</p> <ul style="list-style-type: none"> • ONLINE PORTFOLIO: Gather 20-30 of your own images to categorize. Divide into subject matter and/or medium. This will be for your website design. <i>FORMAT: Screenshots of folders</i> • #05: Write your artist statement. Due next class. <p>READING</p> <ul style="list-style-type: none"> • Read chapter #3 of <i>Creative, Inc. – Getting the Word Out</i>
Sept 18	<p>DUE TODAY</p> <ul style="list-style-type: none"> • #05: Artist Statement <p>PRESENTATION</p> <ul style="list-style-type: none"> • Presentation 04: Galleries / Business Names / Working Locations <p>PROJECTS</p> <ul style="list-style-type: none"> • #06: Set up an Instagram profile and send me the link. Due next class. • We will read out and improve each of your statements in class. Be prepared to contribute and make changes to your own. <p>READING</p> <ul style="list-style-type: none"> • Read chapter 4 of <i>Creative, Inc. – Working with Clients</i>
Sept 25	<p>DUE TODAY</p> <ul style="list-style-type: none"> • #06: Fully populated artist Instagram account <p>PRESENTATIONS</p> <ul style="list-style-type: none"> • Presentation 05: Websites • Show your Artist Instagram page to the class. Be prepared to make changes. <p>PROJECTS</p> <ul style="list-style-type: none"> • #07: Personal website design. <p>READING</p> <ul style="list-style-type: none"> • Read chapter #5 of <i>Creative, Inc. – Getting Paid</i>
Oct 2	<p>DUE TODAY</p> <ul style="list-style-type: none"> • #07: Personal website design review. Be prepared to make notes and changes. <p>PRESENTATION</p>

	<ul style="list-style-type: none"> • Presentation 06: Cover Letters <p>PROJECTS</p> <ul style="list-style-type: none"> • #08: Cover letter <p>READING</p> <ul style="list-style-type: none"> • Read chapter #6 of <i>Creative, Inc. – Agents</i>
Oct 9	<p>DUE TODAY</p> <ul style="list-style-type: none"> • #08: Cover letter application for a real job. Again, we will be editing these in class so be prepared to contribute and make notes. • Show your website to the class. Be prepared to take notes and make corrections <p>PRESENTATION</p> <ul style="list-style-type: none"> • Presentation 07: Bookkeeping / Agents <p>PROJECTS</p> <ul style="list-style-type: none"> • #09: Invoice / Per Diem and Hourly Rate / Income and Expenses <p>READING</p> <ul style="list-style-type: none"> • Read chapter #7 of <i>Creative, Inc. – Balancing Your Business and Personal Lives</i>
Oct 16	<p>DUE TODAY</p> <ul style="list-style-type: none"> • DUE TODAY: Invoice / per diem and hourly rate / income and expenses Excel sheet <p>PRESENTATIONS</p> <ul style="list-style-type: none"> • Presentation 08: Finding Work / Client Example <p>PROJECTS</p> <ul style="list-style-type: none"> • #10: Art Censorship student presentation <p>READING</p> <ul style="list-style-type: none"> • Read chapter #8 of <i>Creative, Inc. – Next Steps</i> • Read chapter #6 of <i>The Pricing and Ethical Guidelines Handbook – Standard Contracts and Business Tools</i>
Oct 23	<p>PRESENTATION</p> <ul style="list-style-type: none"> • Presentation 09: Grants and Residencies • Presentation 10: Seven types of contracts. 1-Oral agreement. 2-Letter of agreement or engagement. 3-Purchase Order. 4-Working contract. 5-Post-project “contract”. 6-Boilerplate contract. 7-Retainer agreement. Real life contract example. What a contract should include. Working with client’s contracts. <p>PROJECTS</p> <ul style="list-style-type: none"> • #11: Art residency application <p>READING</p> <ul style="list-style-type: none"> • Read chapter #4 of <i>The Pricing and Ethical Guidelines Handbook – Technology Issues</i>
Oct 30	<p>DUE TODAY</p> <ul style="list-style-type: none"> • #11: Art residency application. We will review these in class <p>PRESENTATION</p> <ul style="list-style-type: none"> • Presentation 11: Postcards, business cards, and reproductions • Presentation 12: Technology. Logo mills, Overhead (cost of software and hardware), health risks

	<p>PROJECTS</p> <ul style="list-style-type: none"> • #12: Personal Logo Design <p>READING</p> <ul style="list-style-type: none"> • Read chapter #2 of <i>The Pricing and Ethical Guidelines Handbook – Legal Rights & Issues</i>
Nov 6	<p>DUE TODAY</p> <ul style="list-style-type: none"> • #12: Personal Logo Design <p>PRESENTATIONS</p> <ul style="list-style-type: none"> • Presentation 13: Copyright. Securing and automatic copyright, Fair Use, Digital Millennium Copyright Act, Orphan Works, Work Made for Hire, Rights of Celebrity and Privacy, Resale Royalties, Trademarks, International Copyright <p>PROJECTS</p> <ul style="list-style-type: none"> • #13: Business Card and Postcard Design <p>READING</p> <ul style="list-style-type: none"> • Read chapter #5 of <i>The Pricing and Ethical Guidelines Handbook – Essential Business Practices</i>
Nov 13	<p>DUE TODAY</p> <ul style="list-style-type: none"> • #13: Business Card and Postcard Design <p>PRESENTATIONS</p> <ul style="list-style-type: none"> • Presentation 14: Negotiating with a client. Researching a client. Questions to ask a client. Common negotiation tactics. Estimates. Bidding. Deciding what to charge. Usage rights. Royalties. Per Diem vs Hourly rate. Billable expenses. Samples of work. Written agreements. Record keeping. Sales and Use Taxes. Getting paid. Dealing with non-payment. <p>PROJECTS</p> <ul style="list-style-type: none"> • Work with another classmate to roleplay an artist and client describing a project <p><i>N.B. – Friday, November 13, is the last day to withdraw from the 16-week course/ term with a grade of 'W'. Drops must be processed and in the University Registrar's office by 4 p.m.</i></p> <p><i>Friday is also the last day to apply for May graduation without a late fee.</i></p>
Nov 20	<p>DUE TODAY</p> <ul style="list-style-type: none"> • Be ready to roleplay artist and client <p>PRESENTATIONS</p> <ul style="list-style-type: none"> • Presentation 15: Marketing and self-promotion. Establishing an identity. Targeting clientele. Contact list. Ongoing promotion (personal websites, links to personal websites, online directories, social media, blogs). Maximizing income. Reuse of artwork. Stock agencies. Online sales. Licensing and merchandising. Payment – flat fee vs. royalty. Creating licensable artwork. Licensing agents and resources. Limited edition prints. <p>PROJECTS</p> <ul style="list-style-type: none"> • FINAL: Assemble a promotional package
Nov 27	<i>THANKSGIVING HOLIDAY</i>
Dec 4 9-11am	<ul style="list-style-type: none"> • FINAL EXAM. Show your promotional package and introduction to the class.

PROJECT DESCRIPTIONS

PROJECT #01: Disciplines Essay

Write a 500- to 750-word article that explains the following:

- Define what your discipline is.
- List your strengths in this discipline and what you need to work on.
- Talk about two-four **historic** practitioners who are considered masters of the field. List why each person is considered influential – one or two examples are fine.
- Discuss two-four **contemporaries** who are influential today. List why each person is considered influential – one or two examples are fine.

PROJECT #02: Disciplines PowerPoint

- Turn your essay into a PowerPoint presentation. This should consist of a minimum of 12-slides.

PROJECT #03: Resume

- Use Microsoft Word to write a Resume based on the headers from today's presentation. You can also modify these to make them more relevant to your discipline.
- Points will be lost for unclear sentences, poor spelling, and bad grammar. Take advantage of the SRSU Writing Center for assistance.

PROJECT #04: Press Release

- Write a press release for your final SRSU art exhibition.
- It should be 300-500 words and in Microsoft Word format
- For help, use the document *Write a Press Release in 16 Easy Steps* in the folder *Materials for Students*.
- Points will be lost for unclear sentences, poor spelling, and bad grammar. Take advantage of the SRSU Writing Center for assistance.

PROJECT #05: Statement

- Write an artist statement for your current body of artwork.
- It should be 300-500 words and in Microsoft Word format
- For help, use the document *Writing a Statement* in the folder *Materials for Students*.
- Points will be lost for unclear sentences, poor spelling, and bad grammar. Take advantage of the SRSU Writing Center for assistance.

PROJECT #06: Instagram account

- Populate an Instagram account with a minimum of 12 of your strongest images. Do NOT use a personal account for this – keep it purely for artwork.
- While there are other social media sites, Instagram uses a design that is particularly beneficial to visual artists.
- Have short biographical information.
- Be sure to use keywords for each posting.
- Send me the URL of your account once complete.

PROJECT #07: Personal Website Design

- Begin designing your website using Wix, Squarespace, or some other commercial site. You will need to pay for hosting and service but consider this an investment to your career as an artist. 12-months will be cheaper than a month-to-month plan.
- Your website should have the following pages:
 - Homepage
 - About/Contact (a mini statement, relevant information, multiple ways to reach you)
 - Portfolio divided into categories of your choosing (medium – watercolor, pencil, etc. - or image type – animals, portraits, architecture, etc.)
 - anything else that’s relevant (news of upcoming projects, perhaps?).

PROJECT #08: Cover letter

Find an art job that is relevant to you and craft a cover letter for it. Location is not important. Examples of places to search include www.indeed.com (and <https://ca.indeed.com> for Canada), jobs.gamasutra.com, and www.monster.com. The presentation has a detailed breakdown of what is required in a cover letter. Below are the elements that must be included:

- 1) Does your cover letter heading include all essential information?
 - *Full Name*
 - *Professional email*
 - *Phone Number*
 - *Date*
 - *Relevant Social Media Profiles*
- 2) Do you address the right person? I.e. hiring manager in the company / your future direct supervisor
- 3) Does your introductory paragraph grab the reader's attention?
 - *Did you mention 2-3 of your top achievements?*
 - *Did you use numbers and facts to back up your experience?*
- 4) Do you successfully convey that you’re the right pro for the job?
 - *Did you identify the core requirements?*
 - *Did you successfully convey how your experiences help you fit the requirements perfectly?*
- 5) Do you convince the hiring manager that you’re passionate about the company you’re applying to?
 - *Did you identify the top 3 things that you like about the company?*
 - *Did you avoid generic reasons for explaining your interest in the company?*
- 6) Did you finalize the conclusion with a call to action?
- 7) Did you use the right formal closure for the cover letter?

PROJECT #09: Invoice / Per Diem and Hourly Rate / Income and Expenses

- Create an invoice for an imaginary job. It should include the following information:
 - *Name of your company plus personal logo*
 - *Address of your company*
 - *Telephone, URL, and email of your company*
 - *The word “Invoice”*
 - *An invoice number. You might begin at 100000*
 - *Today’s date*
 - *Customer name and address*
 - *Customer phone number Customer ID, if you are dealing with many customers*
 - *REPEAT THIS BLOCK IF NECESSARY*
 - *Item description (a painting, a logo, etc.)*

- *Price per unit*
 - *Quantity*
 - *Total*

 - *Subtotal*
 - *Tax (e.g. @ 8.25%)*
 - *Total*
- Set up an income and expenses Microsoft Excel/Google Docs sheet. It should consist of the following information. This is an essential document to make each year – this is what you submit to an accountant or CPA to determine what taxes you will pay.
 - INCOME - TOP
 - Client name, date, description, amount
 - EXPENSES - MIDDLE
 - Client name, date, description, amount, sales tax amount, total
 - MILEAGE - BOTTOM
 - Event name, date, description, odometer beginning, odometer end

 - Using pp100-101 of the *The Pricing and Ethical Guidelines Handbook*, calculate your per diem rate and hourly rate.

PROJECT #10: Art Censorship student presentation

(this project courtesy Carol Fairlie)

- Research stories on art censorship. Here are some links:
 - <https://ncac.org/topic/art-censorship>
 - <https://web.archive.org/web/20100707013242/http://mars.superlink.net/~neptune/Censor.html>
 - <https://ncac.org/fcpp-articles/fact-sheet-on-sex-and-censorship>
- Create a **12-slide** presentation on whether you agree or not with art censorship. You should focus on a minimum of three stories/examples
- Refer to notes from earlier in the semester when we tried to define what art is.
- You can consider the following for your presentation
 - *Should “offensive” art be labeled? Why?*
 - *Should “offensive” art not be shown? Why?*
 - *Should artists have the freedom to create regardless of public opinion? Why?*
- You may also consider restrictions and censorship in public schools and libraries.

FIGURE 5-5

PER-DIEM RATE FORMULA

1. Total all direct and indirect annual business costs:
(use actual figures from Schedule C of IRS Form 1040 as a guide):

Advertising & promotion	_____
Car/Truck expenses	_____
Contract Labor	_____
Employees' benefits	_____
Insurance	_____
Outside professional services	_____
Office/studio expenses	_____
Rent or lease	_____
Repairs & maintenance	_____
Office & art supplies	_____
Business taxes & licenses	_____
Travel/meals/entertainment (not reimbursed)	_____
Utilities	_____
Wages	_____
Business taxes	_____
Equipment	_____
Other expenses	_____
Total	_____

2. Figure a reasonable salary for yourself. _____

3. Total figures from #1 and #2. _____

4. Divide the total in #3 by 230 annual business days. _____

The number 230 is based on 52 weeks minus 6 weeks that you won't be working due to vacation, holiday, and sick time (or 46 weeks), which is then multiplied by 5 work days per week.

5. Figure a reasonable profit margin, _____ which usually ranges from 10-15% of #4.

6. Total #4 and #5 for PER DIEM RATE _____

FIGURE 5-6

HOURLY RATE FORMULA

1. Total all direct and indirect annual business costs:
(use actual figures from Schedule C of IRS Form 1040 as a guide):

Advertising & promotion	_____
Car/Truck expenses	_____
Contract Labor	_____
Employees' benefits	_____
Insurance	_____
Outside professional services	_____
Office/studio expenses	_____
Rent or lease	_____
Repairs & maintenance	_____
Office & art supplies	_____
Business taxes & licenses	_____
Travel/meals/entertainment (not reimbursed)	_____
Utilities	_____
Wages	_____
Business taxes	_____
Equipment	_____
Other expenses	_____
Total	_____

2. Figure a reasonable salary for yourself that reflects current market conditions. _____

3. Total figures from #1 and #2. _____

4. Divide the total from #3 by 1,610*, _____ which is the number of hours worked in an average year (52 weeks minus 6 weeks for vacation, holiday, and sick time = 46 weeks multiplied by 35 hours per week).

5. Figure a reasonable profit margin, _____ which usually ranges from 10-15% of #4.

6. Total #4 and #5 for HOURLY RATE _____

The resulting hourly rate covers all costs of doing business, including the graphic artist's own salary.

*Most self-employed graphic artists indicate that they divide the figure in #3 by a much smaller number of working hours to allow for time spent on such non-billable work as writing proposals, billing, and self-promotion. A figure from 20 to 45% less, or roughly 900 to 1,300 hours, has been found to be more accurate and practical.

PROJECT #11: Residency application

- Find three residencies that would be suitable for you. Do the paperwork for one of them.
- Suggested websites:
 - <https://resartis.org/>
 - <https://www.artistcommunities.org/residencies>
- Email your application to the professor. Please note that you DO NOT have to apply.
- We will examine each presentation in class as a group.

PROJECT #12: Personal Logo Design

- This graphic will serve as a visual identity for you and your brand.
- Sketch three designs. Remember that they can be Wordmarks (Google / Coco-Cola), Letterforms (McDonalds, Yahoo), Symbolic Marks (Atari, Chase Bank), Emblems (Batman logo, Porsche).
- I strongly advise a monochromatic or limited color palette
- Remember that your design should work when large and small. Think of the Nike logo, for instance.
- Use Adobe Illustrator or some similar illustration software to turn the three logos into vectors. Put all three onto a single page and email to the professor by the deadline.

PROJECT #13: Business Card and Postcard Design

- Using a commercial printer company such as Moo.com, Modernpostcard.com, or Vistaprint.com, prepare two business card options and two promotional postcard options. You DO NOT have to have these commercially printed.
- Download business card and postcard templates from a professional printer website.
- BUSINESS CARD
 - This should consist of the following:
 - Your Name
 - Email address
 - Cellphone number
 - Website URL
 - An image of one of your artworks.
- POSTCARD
 - This is a promotional piece to let art directors and other interested parties know about you and your work. As such, it should consist of TWO sides.
 - FRONT
 - One of your strongest images
 - BACK
 - Remember to keep the right half blank for a stamp and an address
 - Name of artwork
 - Your Name
 - Email address
 - Cellphone number
 - Website URL

FINAL PROJECT: Assemble a promotional package / Introduction

- This is a synthesis of most of the projects and ideas we have covered during the semester. While we covered these assignments individually during the past 15-weeks, you must create new versions, incorporating the suggestions and edits that were made by the professor and fellow students. A package such as this may be used when approaching a design agency for a job, when applying for an art residency, for an MFA program, or some other formal art situation. The package should consist of the following:
 - Cover letter to an organization of your choice (printed and in digital format)
 - Resume (printed and in digital format)
 - Artist statement (printed and in digital format)

- Business card with your personal logo (printed and in digital format). This does not need to be commercial printed but should be printed so it as close as possible resembles a final product from a professional printer.
 - A link to your updated website
- Roleplay to the class as if you were on an interview. You will have 1-2 minutes:
 - Introduce yourself
 - Talk about your discipline
 - State where you see your career in five years