

**Field Studies: Professional Practices**  
**FA 3303-002**  
**Summer 2026**  
**SRSU**

**Schedule: TBD**

**Location: VAPA Building Room 207**

**Instructor: Ramon G. Deanda**

**Contact: Office: FAB 09 915-269-5693 [ramon.deanda@sulross.edu](mailto:ramon.deanda@sulross.edu)**

**Office Hours: 10:00am – 11:00am MTWTR, or by appointment**

**Final Exam/Critique: Wednesday August 12, 2026. All students must attend. No exceptions.**

**Course Description:**

This class will help the student prepare for the business of being an artist. It will introduce the student to the concepts and practices that professional artists use in their careers. The student will learn how to sell themselves, their ideas, and how to keep track of business expenses. The student will also learn how to find funding for projects and many other useful skills that artists need to have in their tool boxes to maintain a life in the arts. The student will also get a chance to both meet and question established artists in a variety of professional art areas. And finally...If we are lucky, towards the end of the semester, we will take a trip (optional) to Santa Fe to visit galleries and talk to some professionals in the field.

**Art Program: Student Learning Outcomes:**

1. Students will be able to expressively communicate an original idea or concept visually through an original artwork.
2. Students will demonstrate proficiency in writing within the art discipline.
3. Students will demonstrate knowledge of professional practices pertaining to their area of specialization.

**Art Program: Marketable Skills:**

1. Creating ideas with independence of thought.
  - a. Students will learn to produce work in a timely manner.
  - b. Use of original concepts and non-clichéd ideas.
  - c. Demonstrate the ability to create and curate a cohesive professional exhibition of well-crafted and thematic work with a defined technique or personal style.
  - d. Ability to produce professional documentation including advertising (posters & postcards), artist statement, press release, resume, digital records.
  - e. Faculty will integrate the information into lectures, workshops, etc.
2. Communicating professionally through written and spoken presentation.
  - a. Students will demonstrate the ability to create a cohesive capstone with a defined technique or personal style.
  - b. Ability to produce a professional portfolio that meets current industry

- standards.
- c. Faculty will integrate the information into lectures, workshops, etc.
3. Solving problems through critical thinking.
- a. Students will learn to produce work in a timely manner.
  - b. Use of original concepts and non-clichéd ideas.
  - c. Demonstrate the ability to create and curate a cohesive professional exhibition of well-crafted and thematic work with a defined technique or personal style.
  - d. Ability to produce professional documentation including advertising (posters & postcards), artist statement, press release, resume, digital records.
  - e. Faculty will integrate the information into lectures, workshops, etc.

### **Course learning outcomes:**

1. Learn how to write a press release and an artist statement, cover letter and letter of intent.
2. Learn how to photograph work professionally in a studio setting.
3. Learn how to create professional advertising of work and for solo exhibitions.
4. Learn how to curate an art exhibition.
5. Learn how to maintain a professional digital presence.
6. Learn how to ethically price your work.
7. Learn how to create a fiscally functional workspace that is adequate for your needs while also being safe.
8. Research which galleries are compatible with your artist style.
9. Find out how to record expenses and income
10. See how a commission art piece begins from query to final piece in print
11. Learn how to apply to galleries, grad school, and residencies.

### **Evaluation:**

You will be graded on participation (which includes work related in groups and in class discussions), 10 projects, graded on a 100 point scale. Details and learning materials on each assignment will be presented when assigned.

<b>Participation:</b>	<b>30%</b>
<b>Class projects:</b>	<b>70%</b>

### **RULES AND EXPECTATIONS:**

Students will be expected to have a sketch/notebook every day in class with a writing implement. The sketch/notebook will hold all class handouts student's notes and sketches. Students arriving without a notebook may be recorded as absent. We will not wait as students go to get sketch/notebook or pencils. Taking careful notes during demonstrations and using them will greatly improve a student's success. Sketching is also a good practice for a student to implement into their making process.

Completion of all projects assigned. See grading sheet.

There will be a critique given after each project- attendance is mandatory. Failure to attend class on critique days is excusable only in cases of dire emergency i.e., severe illness or a death in the family. Students missing the final exam should expect their grade to be lowered a full grade.

All project work and outside work to be graded must be available for review at the end of the semester.

**Attendance:**

Nine absences result in you being dropped from the course with a grade of “F” as per university policy. Upon the 4<sup>th</sup> unexcused absence you will be dropped one letter grade. Upon the 6<sup>th</sup> unexcused absence you will be dropped another letter grade. And upon the 8<sup>th</sup> unexcused absence you will be dropped yet another letter grade. Plain and simple... attendance is crucial to your survival in this course.

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 and provide documentation (such as a doctor’s note). Late work will not be accepted, unless you have contacted me about extenuating circumstances before the due date. Extenuating circumstances will be considered on a case-by-case basis.

**Arriving to class on time is essential. Being late three times will count as an unexcused absence.**

**Students are expected to attend the entire class time unless they have made prior arrangements with me in advance. Students who leave early or get up and leave class for any other reason without notifying me will be counted as absent for that day.**

There will be no “make-up” work allowed unless your name appears on the explained absence list. It will be the student’s responsibility to contact the professor and make the necessary arrangements.

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. A student found to be engaging in these activities will be penalized to the full extent of university policy.

My recommendation about cheating, is **DON’T** do it. It is not worth it! In my opinion, academic honesty is of the utmost importance. My personal policy is to give you a failing grade in the course if you are caught cheating on an examination or plagiarizing in a paper. My advice to you is to do the best you can on your own. When in doubt about how to reference information from outside sources, please ask my advice. I am more than happy to help you.

**Interruptions due to electronic devices will not be tolerated...this includes text messaging! Turn phones OFF! The only exceptions will be emergency personnel and official university business.**

**Earbuds are not allowed during class time for safety reasons.**

**Students with Special Needs:**

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. Any student who because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make necessary arrangements. If an accommodation is needed, students must present their accommodation letter, obtained from Accessibility Services, as soon as possible. Please note that instructors are not permitted to provide classroom accommodations to a student until the appropriate verification has been received. Accessibility Services is in Ferguson Hall room 112. You can make an appointment by calling Mary Schwartz Grisham at 432-837-8203.

# This is a working...Field Studies: Calendar

**WEEK 1**      **Introduction:**  
7/06            Syllabus review