

1. General Information

1a. Submitted by the College of: FINE ARTS

Date Submitted: 5/31/2016

1b. Department/Division: School of Art and Visual Studies

1c. Contact Person

Name: Robert Dickes

Email: robertdickes@uky.edu

Phone: 859-257-8151

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

1d. Requested Effective Date: Semester following approval

1e. Should this course be a UK Core Course? No

5/31/16 Rev

2. Designation and Description of Proposed Course

2a. Will this course also be offered through Distance Learning?: No

2b. Prefix and Number: A-S 585

2c. Full Title: Industry Pathways and Practice

2d. Transcript Title:

2e. Cross-listing:

2f. Meeting Patterns

STUDIO: 6

2g. Grading System: Letter (A, B, C, etc.)

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester?

2j. Course Description for Bulletin: A-S 585 is a seminar/studio style class that looks at professional practices in the creative industry and helps prepare students for their post-college careers. Students will work through exercises ranging from goal setting to portfolio design as well as work in teams to create material for real world application. This class is broad enough for students to feel prepared to enter numerous creative fields after graduation.

2k. Prerequisites, if any: Junior standing in the Digital Media and Design major or consent of instructor.

2l. Supplementary Teaching Component:

3. Will this course taught off campus? No

If YES, enter the off campus address:

4. Frequency of Course Offering: Summer,

Will the course be offered every year?: Yes

If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?: Yes

If No, explain: We have plenty of faculty within the School of Art and Visual Studies that are interested in teaching this class and have our new facility that will easily host the class.

6. What enrollment (per section per semester) may reasonably be expected?: 20

7. Anticipated Student Demand

Will this course serve students primarily within the degree program?: Yes

Will it be of interest to a significant number of students outside the degree pgm?: No

If Yes, explain:

8. Check the category most applicable to this course: Traditional – Offered in Corresponding Departments at Universities Elsewhere,

If No, explain: We have plenty of faculty within the School of Art and Visual Studies that are interested in teaching this class and have our new facility that will easily host the class.

9. Course Relationship to Program(s).

a. Is this course part of a proposed new program?: Yes

If YES, name the proposed new program: BS in Digital Media and Design

b. Will this course be a new requirement for ANY program?: Yes

If YES, list affected programs: Digital Media and Design, capstone class

10. Information to be Placed on Syllabus.

a. Is the course 400G or 500?: Yes

b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached: Yes

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components? NO

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|RJENS1|Robert W Jensen|A-S 585 NEW Dept Review|20151008

SIGNATURE|SOGIN|David W Sogin|A-S 585 NEW College Review|20151116

SIGNATURE|JMETT2|Joanie Ett-Mims|A-S 585 NEW Undergrad Council Review|20160408

SIGNATURE|ZNNIKO0|Roshan N Nikou|A-S 585 NEW Graduate Council Review|20160512

SIGNATURE|JEL224|Janie S Ellis|A-S 585 NEW Senate Council Review|20160525

SIGNATURE|RJENS1|Robert W Jensen|A-S 585 NEW Approval Returned to Dept|20160526

SIGNATURE|JEL224|Janie S Ellis|A-S 585 NEW Senate Council Review|20160531

SIGNATURE|RJENS1|Robert W Jensen|A-S 585 NEW Approval Returned to Dept|20160608

New Course Form

<https://myuk.uky.edu/sap/bc/soap/rfc?services=>

Generate R

[Open in full window to print or save](#)

Attachments:

Upload File

	ID	Attachment
Delete	5838	A-S 585 UGC Review Checklist.docx
Delete	6642	A-S 585 syllabus revised.docx

1

(*denotes required fields)

1. General Information

- a. * Submitted by the College of: Submission Date: 5/31/2016
- b. * Department/Division:
- c.
 - * Contact Person Name: Email: Phone:
 - * Responsible Faculty ID (if different from Contact): Email: Phone:
- d. * Requested Effective Date: Semester following approval OR Specific Term/Year ¹
- e.
 - Should this course be a UK Core Course? Yes No
 - If YES, check the areas that apply:
 - Inquiry - Arts & Creativity Composition & Communications - II
 - Inquiry - Humanities Quantitative Foundations
 - Inquiry - Nat/Math/Phys Sci Statistical Inferential Reasoning
 - Inquiry - Social Sciences U.S. Citizenship, Community, Diversity
 - Composition & Communications - I Global Dynamics

2. Designation and Description of Proposed Course.

- a. * Will this course also be offered through Distance Learning? Yes ⁴ No
- b. * Prefix and Number:
- c. * Full Title:
- d. Transcript Title (if full title is more than 40 characters):
- e. To be Cross-Listed ² with (Prefix and Number):
- f. * Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours³ for each meeting pattern type.

<input type="text"/> Lecture	<input type="text"/> Laboratory ¹	<input type="text"/> Recitation	<input type="text"/> Discussion
<input type="text"/> Indep. Study	<input type="text"/> Clinical	<input type="text"/> Colloquium	<input type="text"/> Practicum
<input type="text"/> Research	<input type="text"/> Residency	<input type="text"/> Seminar	<input type="text" value="6"/> Studio
<input type="text"/> Other	If Other, Please explain: <input type="text"/>		
- g. * Identify a grading system:
 - Letter (A, B, C, etc.)
 - Pass/Fail
 - Medicine Numeric Grade (Non-medical students will receive a letter grade)
 - Graduate School Grade Scale
- h. * Number of credits:
- i. * Is this course repeatable for additional credit? Yes No
 - If YES: Maximum number of credit hours:
 - If YES: Will this course allow multiple registrations during the same semester? Yes No

j. * Course Description for Bulletin:

A-S 585 is a seminar/studio style class that looks at professional practices in the creative industry and helps prepare students for their post-college careers. Students will work through exercises ranging from goal setting to portfolio design as well as work in teams to create material for real world application. This class is broad enough for students to feel prepared to enter numerous creative fields after graduation.

k. Prerequisites, if any:

Junior standing in the Digital Media and Design major or consent of instructor.

l. Supplementary teaching component, if any: Community-Based Experience Service Learning Both3. * Will this course be taught off campus? Yes No

If YES, enter the off campus address:

4. Frequency of Course Offering.

a. * Course will be offered (check all that apply): Fall Spring Summer Winter

b. * Will the course be offered every year? Yes No

If No, explain:

5. * Are facilities and personnel necessary for the proposed new course available? Yes No

If No, explain:

We have plenty of faculty within the School of Art and Visual Studies that are interested in teaching this class and have our new facility that will easily host the class.

6. * What enrollment (per section per semester) may reasonably be expected? 20

7. Anticipated Student Demand.

a. * Will this course serve students primarily within the degree program? Yes No

b. * Will it be of interest to a significant number of students outside the degree pgm? Yes No

If YES, explain:

8. * Check the category most applicable to this course:

Traditional – Offered in Corresponding Departments at Universities Elsewhere

Relatively New – Now Being Widely Established

Not Yet Found in Many (or Any) Other Universities

9. Course Relationship to Program(s).

a. * Is this course part of a proposed new program? Yes No

If YES, name the proposed new program:

BS in Digital Media and Design

b. * Will this course be a new requirement ⁵ for ANY program? Yes No

If YES ⁵, list affected programs::

Digital Media and Design, capstone class

10. Information to be Placed on Syllabus.

a. * Is the course 400G or 500? Yes No

If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in 10.b. You must include: (i) ident additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR

b. * The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if appl 10.a above) are attached.

⁵ Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.
⁶ The chair of the cross-listing department must sign off on the Signature Routing Log

- ▣ In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, is two hours per week for a semester for one credit hour. (from SR 5.2.1)
- ▣ You must also submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.
- ▣ In order to change a program, a program change form must also be submitted.

Rev 8/08

General Course Information

- Full and accurate title of the course
- Departmental and college prefix
- Course prefix, number and section number
- Scheduled meeting day(s), time and place

Instructor Contact Information (if specific details are unknown, "TBA" is acceptable for one or more fields)

- Instructor name
- Contact information for teaching/graduate assistant, etc.
- Preferred method for reaching instructor
- Office phone number
- Office address
- UK email address
- Times of regularly scheduled office hours and if prior appointment is required

Course Description

- Reasonably detailed overview of the course
- Student learning outcomes
- Course goals/objectives
- Required materials (textbook, lab materials, etc.)
- Outline of the content, which must conform to the Bulletin description
- Summary description of the components that contribute to the determination of course grade
- Tentative course schedule that clarifies topics, specifies assignment due dates, examination date(s)
- Final examination information: date, time, duration and location
- For 100-, 200-, 300-, 400-, 400G- and 500-level courses, numerical grading scale and relationship to letter grades for undergraduate students
- For 400G-, 500-, 600- and 700-level courses, numerical grading scale and relationship to letter grades for graduate students. (Graduate students cannot receive a "D" grade.)
- Relative value given to each activity in the calculation of course grades (Midterm=30%; Term Project=20%, etc.)
- Note that undergraduate students will be provided with a Midterm Evaluation (by the midterm date) of course performance based on criteria in syllabus
- Policy on academic accommodations due to disability. Standard language is below:
 If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at drc@uky.edu. Their web address is <http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/>.

UGE Review (Date)

Revise attendance policy to clarify that grades will be lowered after three unexcused absences

Revise Excused Absences policy (religious liaison info)

Revise Grading Opportunities & Procedures section to allow students with excused absences to turn in late work without penalty one week following the absence(s)

Grading Opportunities for grad students lists Final Team Portfolio (30%) twice

Update Disability policy

Course Policies

- Attendance
- Excused absences
- Make-up opportunities
- Verification of absences
- Submission of assignments
- Academic integrity, cheating & plagiarism
- Classroom behavior, decorum and civility
- Professional preparations
- Group work & student collaboration

Committee Review (Date)

Comments

Course Syllabus

A-S 585 Industry Pathways and Practice

Save This Syllabus

This syllabus contains crucial information about this class and your responsibilities. This syllabus is our contract between student and instructor. Be sure to check it daily and complete all requirements before each class.

Syllabus Index:	Page #	Syllabus Index:	Page #
Course information	1	Expectations of Students	4
Course Description	1	Academic Integrity	4
Text	2	Accommodations	5
Objectives and Outcomes	2	Resources	5
Attendance	2-3	Class Calendar	6-7
Grading Opportunities	3-4	Assignments	8-9

Mission Statement

The College of Fine Arts embraces the concept that the arts are essential to the life of the individual and the community, and express this through a dedication to the scholarly research, creative experimentation, performance, and exhibition.

Course Information:

Course#: A-S 585, Industry Pathways and Practice

Meeting Time: M/W 3-4:50

Location: TBD

Professor- Robert Dickes

Email- robertdickes@uky.edu

Office Phone- 859-258-1571

Office Hours- T/Th 8am-10am & by appointment

Office Location- SAVS Building studio 312

Course Description: A-S 585 is a seminar/studio style class that looks at professional practices in the creative industry and helps prepare students for their post-college careers. Students will work through exercises ranging from goal setting to portfolio design as well as work in teams to create material for real world application. This class is broad enough for students to feel prepared to enter numerous creative fields after graduation.

Prerequisites: Junior standing in the Digital Media and Design major or consent of instructor.

Suggested Text:

The Successful Artist's Career Guide: Finding Your Way in the Business of Art by Margaret Peot
The Business of Being an Artist by Daniel Grant
2013 Artist's & Graphic Designer's Market by Mary Bostic
Art Entrepreneurship by Mikael Scherdin
Art, Inc. The Essential Guide for Building Your Career as an Artist by Lisa Congdon
Legal Guide for the Visual Artist by Tad Crawford

Course Objectives:

1. Students will gain a better understanding of the creative industry and what careers there are for emerging Artists or "Creatives."
2. Students will develop writing, planning, and communication skills for the professional world.
3. Students will gain an understanding of how to develop and maintain a professional identity.
4. Students will work collaboratively to plan, create and finalize a semester-long project

Learning Outcomes:

Students will show an understanding of the creative industry and be able to:

1. Demonstrate an understanding of networking and professional development
2. Show the ability to plan goals in their professional careers.
3. Create professional working documents and legal forms.
4. Develop a professional identity through branding
5. Apply art and professional skills to create materials that go beyond the classroom environment.

Attendance Policy:

- You are allowed 3 unexcused absences.
- Each missed class after 3 will lower your grade by 1 letter.
- 2 tardies, leaving early or not being prepared for class will be the equivalent to one absence.

Excused Absences:

Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the Ombud (859-257-3737, http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php.)

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused per university policy).

Verification of Absences:

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

Undergraduate Grading Opportunities & Procedures:

- Grading opportunities for this course are comprised of quizzes, writing assignments, and creative assignments, participation and a final collaborative portfolio.
- In the case of unexcused absences, late submissions will be penalized on letter grade per day.
- Per University policy, students with an excused absence are to be allowed to make up all work without penalty. In the case of an excused absence, all assignments must be submitted no later than within 1 week of return from the absence.

- Each project will have a specific rubric detailing the critical elements of that assignment.
- Midterm and Final grades will be given via the Canvas and myUK.

90%-100%=	A , exceptional achievement, above and beyond course requirements
80%-89%=	B , high achievement, in fulfillment of all course requirements
70%-79%=	C , adequate achievement, met basic course requirements
60%-69%=	D , bare minimum engagement with course requirements and difficulties
59% and below	E , failure to fulfill basic course requirements

Your final grade will be determined according to these factors:

- 15%= Writing Assignments
- 30%= Creative Assignments
- 5%= Quizzes
- 5%= Participation
- 45%= Final Team Portfolio

Graduate Grading Opportunities & Procedures:

As a graduate student you are expected to work at a higher level than the undergraduates. You will be working through all the same assignments and teamwork but will also create secondary personalized material to have as a final portfolio.

- Grading opportunities for this course are comprised of quizzes, writing assignments, and creative assignments, participation and a final collaborative portfolio.
- **No** Late submissions except in the case of an excused absence
- **No** Late work except in the case of an excused absence
- Midterm and Final grades will be given via Canvas and myUK.

90%-100%=	A , exceptional achievement, above and beyond course requirements
80%-89%=	B , high achievement, in fulfillment of all course requirements
70%-79%=	C , adequate achievement, met basic course requirements
69% and below	E , failure to fulfill basic course requirements

Your final grade will be determined according to these factors:

- 15%= Writing Assignments
- 30%= Creative Assignments

5%= Quizzes
50%= Final Company Portfolio

Expectations of the Students: This is not your traditional art studio class. Give yourself plenty of time and remember that you will get out of this course what you put into it. You are expected to give creative, original, and professional thought to each project and turn in only the highest quality work. Pay particular attention to deadlines and every last assignment detail. All writing (papers, projects, discussions and emails) should be written in a professional manner and be proof read as well as spell checked. Simply put, you should think of this as a job, not another class, every little mistake you make could cost you the job and everything you do correct could earn you a promotion.

Submission of Work: All written work in this class will be submitted online through Canvas as .pdf, .jpeg or .docx files. All creative work will be submitted both on Canvas as a .pdf and in print form for critique. Each assignment will have a rubric specific to that assignment which will include all submission of work.

Academic Integrity: Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of Student Rights and Responsibilities (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>)

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Any work that is not a product of the student's own efforts during this semester is considered dishonest

Accommodations due to disability: If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at drc@uky.edu. Their web address is <http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/>

Technical Problems and Complaints: Should you need technical assistance with anything we are using in this course you should contact the instructor as soon as possible along with one of the following campus resources. We will do everything we can to fix your issue as soon as possible.

Campus Resources:

Help Desk- <http://www.uky.edu/UKIT/>; 859-218-HELP

The Hub- <http://libraries.uky.edu/hub>

Technology Requirements:

Hardware: • A capable computer 1G Ram

Software: • Microsoft Office (available free through

<https://download.uky.edu/>)

• PDF reader, such as [Adobe Acrobat Reader](#)

• Adobe Master collection or other layout and editing software

Internet: • [Firefox 3.6](#) or current

- DSL, Cable or any high-speed connection

Apps:

- Java
- Flash
- Skype

A printer capable of color printing

Office supplies: Three ring binder, paper, pens, CD's, Labels, Envelopes, Etc.

Fall 17 Semester

Week	Monday	Wednesday
1 8/25-8/29	XXX	Class Introduction, Expectations & Professionalism
2 9/1-9/5	<i>Labor Day</i> <i>No Class</i>	(A)Goal Setting-Career & Personal
3 9/8-9/12	(L)School, Workshops, Internships, Conventions (A)Networking and Resources	(L)Technology-Computers, Scanners, Printer, Etc. (A)Equipment Purchasing, ProGrade vs. ProSumer, Renting & Leasing
4 9/15-9/19	(L)Options- Arts, Corporate, Commercial, Retail, Non-Traditional (A)Breaking In- Internships, Assisting, Apprenticeships, Fulltime vs. Freelance	(A)Markets, Self-Promotion, Moving Up the Ladder
5 9/22-9/26	(S)Self-Promotion	(C)Self-Promotion Critique (L)Checking, Credit, Savings, Retirement, Taxes
6 9/29-10/3	(A)Forming your creative team (L)Building your team portfolio	(L)Developing your first Business Plan (S) Business Plan: Business name, Mission Statement, Target Market
7 10/6-10/10	(L)Production Team (A)The Campaign	(A)Financials- Rent, Lease, Own, Insurance, Health, Other Overhead, Etc.

8 10/13- 10/17	(C)Pitching the Campaign	(L)Start-Up- Finding Investors and Business Loans (L)Copyright, Contracts, Invoicing, Getting Paid (A)Negotiating Rates- What is Your Time Worth Selling vs. Licensing
9 10/20- 10/24 Midterm	(S)Production Day	(L)Building a Team- Accountants, Managers, Lawyers, Representatives, Assistants, Stylist, The Entourage (L)Types of Business- Proprietary, Partnerships, and Corporations
10 10/27- 10/31	(S)Production Day	(S)Bringing together the business plan
11 11/3-11/7	(L)Marketing, Networking, Wining & Dining	(A)Branding- Developing Your Image
12 11/10- 11/14	(L)Pro Bono- Why, What & How	
13 11/17- 11/21	(A)Identity in Print & Online	(S)Branding- Your Complete Image
14 11/24/- 11/28	(S)Team Time	Thanksgiving Break
15 12/1-12/5	(S)Team Time	(S)Team Time
16 12/8- 12/12	(S)Team Time	Final Portfolio Presentations

- (L) Lecture
- (A) Assignment
- (S) Studio
- (C) Critique

When unforeseen circumstances necessitate changes, those changes will be negotiated with the class and reflect the nature of the circumstances necessitating the change. For example, a severe winter storm

causing cancelation of classes on exam day would necessitate a change in the exam date or perhaps result in a take-home exam

Detailed Graded Assignments for Undergraduates

Quizzes: *5% of Grade*

Quizzes will be used to assess all reading and lecture material in the class.

Participation: *5% of Grade*

Daily points will be given to assess your active participation within the class. This will be based upon active listening, engagement in discussions, and overall professionalism.

Writing Assignments: (individual) *15% of Grade*

Networking and Resources: Create list of networking sources.

Equipment: Create current inventory and prepare wish list.

Goal Setting: 6mo, 1 year, 5 year-personal and professional.

Internships, Assisting, Apprenticeships: interview someone in industry.

Creative Assignments: (individual) *30% of Grade*

Introductory Video: Create a two minute video introducing yourself.

Self-Promotion: Create a self-promo to get work as an assistant, internship or apprenticeship.

Personal Branding: Developing Your Image: business cards, leave behinds and other promotional material.

Company Portfolio: (team)

45% of Grade

Team Contract: Develop a team contract that specifies work loads, dealing with team issues, firing of a teammate, outlines communication, and general decorum.

Financial: Research Rent, Lease, Own, Insurance, Health, Other Overhead, Etc.

Business Plan: Business name, Mission Statement, Target Market Products & Services, Business Structure & Pricing, Business Entity, Marketing Strategy, Financial Projections & Investors, Partners, Etc.

Client List: Create a client list of at least 10 possible clients and types of jobs.

What is Your Time Worth: Research current rates for each of your services in at least three different markets.

Branding: Developing Your Image: business cards, letterhead, stationary, portfolio, leave behinds, promotional material.

Team Production Assignment: Advertising campaign for outside client with full marketing work-up using talents of all team members.

Detailed Graded Assignments for Graduates

Quizzes:

5% of Grade

Quizzes will be used to assess all reading and lecture material in the class.

Writing Assignments: (individual)

15% of Grade

Networking and Resources: Create list of networking sources.

Equipment: Create current inventory and prepare wish list.

Goal Setting: 6mo, 1 year, 5 year-personal and professional.

Internships, Assisting, Apprenticeships: interview someone in industry.

Creative Assignments: (individual)

30% of Grade

Introductory Video: Create a two-minute video introducing yourself.

Self-Promotion: Create a self-promo to get work as an assistant, internship or apprenticeship.

Personal Branding: Developing Your Image: business cards, leave behinds and other promotional material.

Company Portfolio: (individual)

50% of Grade

Financial: Research Rent, Lease, Own, Insurance, Health, Other Overhead, Etc.

Business Plan: Business name, Mission Statement, Target Market Products & Services, Business Structure & Pricing, Business Entity, Marketing Strategy, Financial Projections & Investors, Partners, Etc.

Client List: Create a client list of at least 10 possible clients and types of jobs.

What is Your Time Worth: Research current rates for each of your services in at least three different markets.

Branding: Developing Your Image: business cards, letterhead, stationary, portfolio, leave behinds, promotional material.

Production Assignment: Advertising campaign for outside client with full marketing work-up.