ALBS 2110 – The Business of Being an Artist

UNM-Valencia, Film & Digital Arts   updated 10-2020
Fall 2020
Blackboard LEARN Online Course
Professor: Alexa Wheeler | alexa08@unm.edu

Virtual Office Hours: Monday 10am - 1pm & Thursday 1pm - 3pm*
                          *and by appointment
                          *see "How to Contact the Instructor" below

Cell   [*for text only*]:   505.515.1055

Course Description

This course is designed to provide an introduction for students who may be entrepreneurially-minded and/or desiring a successful career in the arts or as a practicing creative or innovator in any of the many complementary arts professions. Through video lectures, readings, exercises and assignments the course will introduce students to fundamentals of business planning and career development strategies. Students will be guided through a personal/professional strategic planning process as a basis for developing their own career. Students will explore the financial and legal requirements of starting an arts business including an introduction of branding and marketing basics. The course will conclude with students having created their own arts career plan as a platform for entering the creative sector.

Objectives

The purpose of this course is to build professional skill sets critical to students entering a broad spectrum of the for-profit and non-profit arts, creative and innovation industries.
- At the conclusion of this course, students should be able to:
- Identify basic financial requirements for starting an arts-related business;
- Develop tools for promoting professional competencies in the arts;
- Identify components for a successful arts career.

Required Textbook & Access to the Book

The Book we are using for this course is:
>   **The Profitable Artist**
>   **2nd edition**
>   **New York Foundation for the Arts**
>   **Print ISBN: 978-1062153-642-0**
>   **eBook ISBN: 978-1062153-645-1**

- University of New Mexico Valencia Bookstore:
   - http://bookstore.valencia.unm.edu/Home
   - The book is estimated at $25.00 new, and estimated at $18.75 used

Methods of instruction include textbook readings, lecture, threaded discussions, reading online articles/websites, quizzes, an exam, journals, and other activities will all presented to the student through Part Folders. This course is run from week to week on Tuesday. This means that you will have from Tuesday, when the weekly content is opened, to the next Monday at midnight MOUNTAIN TIME to complete and submit all course requirements for that particular week.

Textbook Readings – Each week you will be required to read certain chapters of the required textbook.

Lectures – A variety of content will be delivered as "lecture". This content will be presented in any number of formats, including written, photo, audio, video, and more.

Threaded Discussion –Students will participate in 6 discussions throughout the semester meant to simulate classroom discussion. The student should post their own message (Create Thread) to the listed topic and then post a reply to other student's postings before each due date. I encourage you to post throughout the week, and not wait until the last day.

Online Reading/Content – The student will be required to read and/or review a variety of online articles and content. Links to these articles/content will be posted in the folders.

Quizzes – Students are required to take a short quiz on the material covered in each topic. Students must receive a 70% or higher score on the weekly quiz in order to advance to the next module. Students who receive a 69% or lower score can retake the quiz multiple times until they receive a passing score of 70%. Quiz scores will not be counted towards the final grade. Weekly assignment due dates will not change even if the student does not advance to the next topic.

Exam - There will be 1 exam covering Part 1 of the semester.

Assignments - You will have 10 assignments throughout the semester as well as one final assignment.

Journals - You will have 2 journals throughout the semester meant as self-reflections.

Other Activities – There may be other learning activities associated with the weekly content of the course that will be found in the folders.

Student Responsibilities

- **UNM Email/Black Board Learn Access**: Beginning Fall 2015 semester, all UNM-Valencia students will be required to have a UNM Net ID which can be created by going to: http://it.unm.edu/accounts/. UNM Net ID will give you access to the computer labs on campus, blackboard learn and UNM Email. Make sure to update this information as your method of contact under personal information on Lobo Web.

- If accommodations are needed in order for you to succeed in this class, please inform me as soon as possible to ensure that you are supported in a timely manner. For information on Equal Access at UNM-Valencia, please see http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html

- Students MUST have access to a computer with **high-speed Internet** for this course. I know there are **limited options right now during this pandemic**. If you do not have access to a computer with high-speed internet at home, I want to help! Normally, you could access a computer and internet at a variety of public libraries and labs, and this is not an option this semester. UNM-Valencia and UNM Main Campus have implemented **laptop checkout options**.
    - If you are a **UNM-Valencia student** and you need access to a laptop, please contact me (Alexa Wheeler, alexa08@unm.edu, or in LEARN via Course Messages). I will be able to act as an intermediary between you, the student, and Technology Support to advocate for you.
    - If you are a **UNM ABQ student,** you will need to fill out this form:
        https://at.unm.edu/coronavirus/laptop-request-form.pdf and send it to avdept@unm.edu. For more information on computer checkout and wifi access for UNM Main Campus, visit this website: https://at.unm.edu/coronavirus/student-tech-access.html.
    - **ALL students can request** access to a beta of LoboVirtualDesktop. Here is the website: https://lobovirtualdesktop.unm.edu. Fill out the online form. This virtual desktop is a work-in-progress, and you would need a decent computer and internet connection to make this work. But, it would give you access to the Adobe Creative Cloud for free, as well as other programs. I tested it this summer and it is fairly robust! And, again, if you need a computer and access to the internet to make this work, reach out and let me know!

- **Access to internet**: many companies are offering extended options and/or free/inexpensive plans during this pandemic. Also, many cell phone data plans are offering unlimited data and wifi hot pots for your devices. Check with your provider!
    - Comcast: https://www.internetessentials.com/covid19
    - Xfinity: https://www.xfinity.com/student
    - CenturyLink: https://www.centurylink.com/aboutus/community/community-development/lifeline.html- financial assistance and waiving late fees
    - At UNM-Valencia parking lots: https://valencia.unm.edu/campus-resources/technology-support/tech-how-tos.html
    - At UNM Main Campus parking lots: http://it.unm.edu/wireless/coverage-map.html. Here is how to connect: http://it.unm.edu/wireless/
    - City of Albuquerque Outdoor Wifi hotspots: http://www.cabq.gov/coronavirus-information/wifi
    - If you are unable to access any of these options, please contact me and I will advocate for you!

- Students <u>must</u> have basic computer and file management skills for all courses, especially online courses.

- **Affirmed/Preferred First Name**: As part of its commitment to providing a safe, inclusive, and respectful learning, living, and working environment, the University of New Mexico recognizes that many people prefer to use a name other than their legal name to identify themselves. Here is a general website for it- https://oeo.unm.edu/resources/preferred-name.html. Here is how you change the name specifically for UNM Blackboard Learn: http://online.unm.edu/help/learn/support/affirmed-name.html

- Students must successfully complete all online and project requirements and be an active participant in this online course's community

- Students must log on to this course at a minimum of three times a week. It is a requirement to check your Learn Course Messages regularly for any communication from the instructor. I honestly suggest logging into this course DAILY.

- Be prepared to spend, on average, anywhere from 8 - 10 hours per week on this course.

- Always keep a backup of your work!

- **Computer Lab Responsibility**: Please be advised that use of computer labs on UNM properties is governed by "Policy 2500: Acceptable Computer Use" which can be found at http://policy.unm.edu/university-policies/2000/2500.html. Food and drink are also prohibited in any computer lab on campus. Anyone violating these policies is subject to possible suspension and loss of computer lab privileges.

- In an effort to meet obligations under **Title IX**, UNM Faculty are considered responsible employees. This designation requires that any report made to a faculty member regarding sexual misconduct or gender discrimination must be reported to the Office of Equal Opportunity and the Title IX Coordinator. For more information on the campus policy regarding sexual misconduct, see: https://policy.unm.edu/university-policies/2000/2740.html

- **Academic Dishonesty and Plagiarism:** Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, including dismissal, against any student who is found responsible for academic dishonesty. Any student who has been judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course. Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; and misrepresenting academic or professional qualifications within or outside the University.

Participation

Student participation and response in online courses is considered a necessary factor in the learning process. In this form of computer-based learning, weekly course participation is equivalent to class attendance. If no student response occurs during a week of the semester, the student is considered absent. Students are still held responsible for all academic work required or performed during their absence regardless of the reasons for those absences. Class participation influences your grade heavily. Participation includes:

- Successful participation in this course requires access to the correct technology with the necessary computer skills. Please see "Student Responsibilities". I will help you access these if you need!

- Students are required to complete all work on time. This includes doing the following by the posted deadline dates:
  - Read textbook excerpts by the required dates
  - Complete and comprehend the lecture within the week it is posted
  - Contribute to all threaded discussions in a timely manner
  - Complete weekly content successfully and within the timeframe allotted
  - Complete assignments and journals successfully and within the timeframe allotted
  - Prepare for and complete all quizzes and exams
  - Students are required to complete work on time, participate in scheduled discussions, and maintain a safe, respectable, positive environment.
  - Students who do not attend the first week of class will automatically be dropped.

Grading Policy

- Grading is based on a timely completion of course participation requirements, the quality of individual critical development, and a personal commitment to your work. Personal commitment involves regular participation, consistent effort, completion of work, and the general willingness to try.

- No full credit will be given for late work. If an assignment is not presented on time, an automatic 0 will be issued in the gradebook in Learn. You will need to make arrangements with me to make-up the work, and a fair grade will be issued once the work has been submitted, minus an automatic one letter grade deduction. Late quizzes and discussion will be accepted with a letter-grade deduction, unless you have notified me of a situation that was difficult to get the work done on time.

- Incompletes are rarely issued. If 75% of the semester's work/deliverables and participation have been completed with a satisfactory grade, an incomplete may be issued.

Grading Policy, Point Breakdown

Semester Requirements:

		Grade	Points
Quizzes (10)	**not graded** but must pass in order to move on	A+	1001+
		A	940-1000
		A-	900-939
Assignments (10)	**50** points (5 each)	B+	880-899
		B	840-879
Discussions (6)	**12** points (2 each)	B-	800-839
		C+	780-799
Exam (1)	**14** points	C	740-779
		C-	700-739
Journals (2)	**4** points (2 each)	D+	680-699
		D	640-679
Final Assignment: Arts Career Plan	**20** points	D-	600-639
		F	500-599

Extra Credit:

Extra Credit will be offered throughout the semester for various points at a maximum of 10 points for the entire semester.

Points will be added up and a letter grade will be issued according to the scale above.

How to Contact the Instructor

Remind App:

The instructions on how to join the REMIND App portal for this course are posted online in our UNM Learn Portal. My official virtual office hours are listed on page one of the syllabus. I am available on the Remind App everyday between 9am and 4pm.

Email:

I prefer all email to be from the internal UNM Learn "Course Messages". I will check this Learn email regularly and will respond to all emails within 48 hours, and usually sooner. Although less preferred, you can email me at alexa08@unm.edu. In the Subject Line of the email, ALWAYS write the class number. For example – "ALBS 2110".

Phone:

I am not available via phone call for this course. But, you can TEXT ONLY (no calls please) to my personal cell phone if needed at anytime: 505-515-1055. This and Remind are probably the best way to contact me for fastest response.

Office Hours:

Virtual Office Hours: Monday 10am - 1pm & Thursday 1pm - 3pm*
                                          *and by appointment

I am available on the Remind App or by TEXT everyday between 9am and 4pm.

Support Information, Resources, & Tutorials

Support for UNM Learn:
- UNM Learn help: http://online.unm.edu/help/learn/support/.

UNM Valencia Tutoring Services:
- Custom tutoring services are available through The Learning Center at https://valencia.unm.edu/campus-resources/the-learning-center/index.html. Even online tutoring is available!

Instructor Support:
- Please see "How to Contact the Instructor" for methods of contacting the instructor for help.

Community Support:
- We will have a HELP FORUM discussion board in the UNM Learn course. Use this as a place to post questions to the community. It is important for peer learning and peer communication to enhance our community.

Accessibility & Equal Access:
- UNM-Valencia's accessibility/ADA compliance website: http://valencia.unm.edu/about/accessibility.html
- UNM-Valencia's Equal Access Services website: http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html

Coronavirus Information::
- UNM-Valencia Covid Site: https://valencia.unm.edu/class-updates-covid-19.html
- UNM ABQ Covid Site: https://www.unm.edu/coronavirus/

Netiquette

Include an informative subject line. In every email/message that you write to your professor, the subject line should contain a descriptive phrase specifically about the problem. For example, "Problems with Quiz on Chapter 5" is clear and helpful, but "Homework" is not. Unclear subject lines slow response time because your professor may not have enough information to help you without having to asking you for clarification.

Include a salutation. Emails/Messages/Posts do not usually include "Dear," as a letter does, but they do include titles and last names. When you write to your professor, use "Professor". When you write to your classmates, use their name. Informal words of address, such as "Hey," are never appropriate and are often rude.

Include a closing. Please close with an appropriate phrase and sign with your name. Signatures help faculty; they may not recognize your email address. Some examples of appropriate phrases are "Sincerely" or "Thank you for your help."

Use short paragraphs. Because legibility on the screen is not as good as legibility on paper, use short paragraphs (3-4 lines maximum) to make the post/message easy to read. In addition, be sure to skip lines between paragraphs.

Do not use TXT spelling. BTW, if u want 2 b treated like a pro, write like 1 LOL.

Adhere to the conventions of Standard English. Please edit and proofread for spelling errors and grammatical mistakes. Use your spell/grammar check in Blackboard Learn, located above the right hand side of the text box. In addition, the computer does not catch all errors (form/from), so give your document one final read before submitting or sending it.

DO NOT SEND ALL CAP MESSAGES. All capital letters means you are screaming at your professor. This is inappropriate behavior. To emphasize a point, underline it or put it in **bold** font.

Participate. In the online environment, it's not enough to show up! Professors need to "hear" students' voices to feel their presence, and they especially need student comments to evaluate their own performance as a facilitator and teacher.

Be persistent. If you run into any difficulties, you should not wait to submit a report! Contact the professor and/or the proper support services immediately.

Share tips, helps, and questions. For many of us, taking online courses is a new experience. There are no dumb questions, and even if a solution seems obvious, please share it with classmates! The "Help Forum" is a great place for that.

Think twice before pushing the Send button. Both students and professors need to be sure to say just what they meant. How will the person on the other end interpret a message? While no one can anticipate all reactions, read over each message before sending.

Remember that we can't see the grins on each others' faces. When students or professors make a sarcastic comment, others online can't decipher if the person is serious or not. Explain ideas fully and clearly, and try using emoticons, when appropriate.

Remember that there's a person on the other side. Students should ask for feedback if they're not sure how their ideas and comments were construed. If others disagree with what someone has said, "flaming," or ranting at someone else is unacceptable; it's the equivalent of having a tantrum, something most of us wouldn't do in a traditional classroom setting.

Stalking and derogatory comments are inappropriate. Stalking someone, or any derogatory or inappropriate comments, jokes, and forwarded emails regarding race, gender, age, religion, sexual orientation, are unacceptable and subject to the same disciplinary action that they would receive if they occurred in the physical classroom. If students have concerns about something that has been said to or about themselves or other classmates, they should let the professor know and/or contact the appropriate services, such as the Office of Equal Opportunity.

Dates	Topics	Topics	Assignments/Exams
Week 1 **10-13 to 10-19**	• ***START HERE Week 1 module*** • *Part 1 - The Business of Art*	#1: START HERE #2: How You as a Creative Fit into the Economy #3: Basics of Legal Business Structures	**Assignment #1:** Bio Sketch **Discussion Forum #1:** Bio Sketch Intro **Quiz #1:** Course Overview **Assignment #2:** Creative Economy Mini Essay **Quiz #2:** Business Structures
Week 2 **10-20 to 10-26**	• ***Week 2 module*** • *Part 1 - The Business of Art*	#4: Intellectual Property #5: Contracts #6: Costs Analysis	**Assignment #3:** Contracts Essay **Discussion Forum #2:** Intellectual Property **Quiz #3:** Intellectual Property **Assignment #4:** Cost Tree **Quiz #4:** Cost Tree Analysis
Week 3 **10-27 to 11-2**	• ***Week 3 module*** • *Part 1 - The Business of Art*	#7: Understanding Financial Terms #8:Developing a Budget	**Discussion Forum #3:** Numbers **Assignment #5:** Budget **Quiz #5:** Financial Terms & Funding **Exam #1:** The Business of Art
Week 4 **11-3 to 11-9**	• ***Week 4 module*** • *Part 2 - Strategically Planning Your Arts Career*	#9: Creating a Plan #10: Developing Your Vision, Mission, and Goals #11: Non-Traditional Strategic Planning	**Discussion Forum #4:** Mission **Assignment #6:** Strategic Planning **Quiz #6:** Vision, Mission and Goals **Assignment #7:** Business Model Canvas **Quiz #7:** Business Model Canvas
Week 5 **11-10 to 11-16**	• ***Week 5 module*** • *Part 2 - Strategically Planning Your Arts Career*	#12: Letting Your Brand Emerge	**Journal Assignment #1:** Career Dreams **Discussion Forum #5:** Brand **Assignment #8:** Brand Video **Quiz #8:** Branding
Week 6 **11-17 to 11-23**	• ***Week 6 module*** • *Part 3 - Promoting Yourself*	#13: Marketing Basics #14: Showing You Are Competent	**Assignment #9:** Mini Marketing Plan **Quiz #9:** Marketing **Assignment #10:** Cover Letter and Resume **Quiz #10:** Competencies
Week 7 **11-24 to 11-30**	• ***Week 7 module*** • *Part 3 - Promoting Yourself*	#15: Arts Career Plan	**Final Assignment:** Arts Career Plan Information - *open* **Discussion Forum #6:** Semester in Review **Journal Assignment #2:** Course Self-Reflection
Week 8 **12-1 to 12-12**	• ***Week 8 module*** • *Part 3 - Promoting Yourself*	Arts Career Plan due	**Final Assignment:** Arts Career Plan Information - *due*