

ALBS 2110 - The Business of Being an Artist

UNM-Valencia, Film & Digital Arts, Fall 2023, Canvas Online Course

updated 8-2023

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Office: B&T Building Rm. 114

Student Drop-In/Office Hours: Mondays 10am - 12pm virtual* & Tuesdays 1pm - 2pm on-campus & by appointment

*see "How to Contact the Instructor" below for more info

Zoom Office Hours Link: <https://unm.zoom.us/j/9541776612>, Meeting ID: 954 177 6612

Cell [for text only, please]: 505.515.1055

Land Acknowledgment: UNM-Valencia is located on the traditional and ancestral Pueblo people and is unceded. This region holds great historical, spiritual, and personal significance for its original stewards, the Native nations and peoples of this area. I acknowledge their connection to this land, and give thanks for the opportunity to live, work, and learn on their traditional homeland.

A note: Since 2020, the U.S. has experienced both the emergence of a global pandemic and the painful consequences of long-endured violence against the BIPOC community. These events have caused, and continue to cause, fear, stress, and pain for many members of our community, and will continue to impact each of us in various ways for times to come. Under these circumstances, it is completely normal to feel overwhelmed or anxious, and to have difficulty concentrating. I have designed this course with these challenges in mind, and am committed to continuing to work with all of you to create a positive and supportive learning environment. If your health, well-being, or school work are being impacted, I offer support services and resources in this syllabus and will meet with you anytime to discuss it as well. If your needs are not being met in any way, contact me and I will help you find services that will meet your needs as best I can.

Credit-hours: This is a three credit-hour course delivered online for 16 weeks for the semester. Please plan for a minimum of 10 hours each week.

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:

1. Identify basic financial requirements for starting an arts-related business;
2. Develop tools for promoting professional competencies in the arts;
3. 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:
 - o <http://bookstore.valencia.unm.edu/Home>
 - o The book is estimated at \$25.00 new, and estimated at \$18.75 used
 - o If you cannot afford the textbook, it has been scanned and is available in Canvas

Method of Instruction

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 Topic Folders in the Weekly Modules. This course is run from week to week on Tuesdays. This means that you will have from Tuesday, morning when the weekly content is opened, to the next Monday at midnight mountain time (GMT) to complete and submit the 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 (Reply) to the listed topic and then post a reply (response) 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. Quizzes are not graded. 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%. Again, quiz scores will not be counted towards the final grade.

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 & Course Policies

- **Health and Awareness:** UNM-Valencia is a mask friendly community if you are not feeling well. If you are experiencing any illness symptoms, please do not come to campus. Even without a positive test for any illness (covid, flu, etc...), if you feel sick, please stay home, rest and **take care of yourself first**. Please communicate with me (see "How to Contact the Instructor" section) if illness is affected your ability to do the online work; I can work with you to provide alternatives for course participation and completion. UNM-Valencia faculty and staff know that there is a complete life for you outside of your class and on-campus time. Please let us know that you need support so that we can connect you to the right resources.
- **Affirmed/Preferred First Name:** As part of its commitment to providing a safe, inclusive, and respectful learning, living, and working environment, the UNM-Valencia Campus 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>.
- **AccessAbility Policy:** I can and want to make appropriate accommodations that will support you in this class by collaborating with you and the [Equal Access Services at UNM-Valencia](#), 505-925-8560 or [call/email any of the Advisors](#). It is important that you take the initiative to inform me of your accommodations needs, as I am not legally permitted to inquire. In accordance with University Policy 2310 and the Americans with Disabilities Act (ADA), academic accommodations may be made for any student who notifies the instructor and/or Equal Access of the need for an accommodation.
- **School/Life Conflict:** Many of you face obstacles to your education as a result of work or family obligations or unforeseen personal difficulties. If you are experiencing challenges throughout the semester that are impacting your ability to succeed in this course, or in your undergraduate career more broadly, please reach out to me immediately so that we can work together to form a plan for your academic success. Reach out to me at anytime to discuss this!
- **Caregiver Responsibilities Policy:** I have great respect for students who are balancing their pursuit of education with the responsibilities of caring for children or other friends/family members. If you run into challenges that require you to miss class or if your caregiving responsibilities are interfering with your ability to engage in remote learning, please contact me. There are instances of flexibility I can offer to support your learning.
- **Citizenship and/or Immigration Status:** Everyone is welcome in this class regardless of citizenship, residency, or immigration status. I will respect your privacy if you choose to disclose your status. UNM-Valencia as an institution has made a core commitment to the success of all our students, including members of our undocumented community. The Administration's welcome is found on the UNM-ABQ campus website: <http://undocumented.unm.edu/>.
- **Course Conduct:** I am committed to creating a learning environment where diverse perspectives are recognized and valued as a source of strength. I request that all students work with me to create a class culture based on open communication, mutual respect, and inclusion. As a class we will approach all discussions with respect and civility. Disagreements and debates in academic discourse are expected and welcome, but personal attacks are never OK, and will not be tolerated. I strive to ensure an open and welcoming classroom for all students. If I ever miss the mark, please don't hesitate to reach out to me. We are all learning together.
- **UNM Email/CANVAS Access:** 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, Canvas and UNM Email.

- **Computer & Internet Policy:** Students will need to have access to a computer with **high-speed Internet** for this course. If you do not have access to a computer with high-speed internet at home, I want to help! UNM-Valencia and UNM-ABQ have implemented **laptop checkout options**.
 - If you are a **UNM-Valencia student** and you need access to a laptop, please contact the UNM-Valencia Library at :<http://valencia.unm.edu/library/index.html>
 - If you are a **UNM-ABQ student**, you will need to fill out this form: <https://at.unm.edu/coronavirus/summer-2023-laptop.pdf> and send it to avdept@unm.edu.
For more information on computer checkout and wifi access for UNM-ABQ Campus, visit this website: <https://at.unm.edu/coronavirus/student-tech-access.html>.
 - **ALL students can request** access to a 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 a variety of UNM owned software.
 - Students should have basic computer and file management skills for all courses, especially online courses. If you are struggling with these, reach out to tutoring and support services (see support section on syllabus).
 - If you have any questions or concerns, reach out to me!
 - All students, whether online or in-person (or in-between) are able to access the computer labs on the UNM-Valencia Campus and the UNM-ABQ Campus regardless of where you are taking classes.

- **Access to internet:** The UNM-Valencia Campus has great wifi if you are on campus. [UNM-ABQ does too- see this login info. This is a great list of internet options for qualifying households. This is an ABQ listing and map of wifi hotspots.](#) If you still need access off-campus and do not have the resources, please reach out to me, Student Services, or any other faculty and staff.

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

- **Title IX:** Our classroom and our university should always be spaces of mutual respect, kindness, and support, without fear of discrimination, harassment, or violence. Should you ever need assistance or have concerns about incidents that violate this principle, please access the resources available to you on campus. Please note that, because UNM-Valencia faculty are considered "responsible employees" by the Department of Education, any disclosure of gender discrimination (including sexual harassment, sexual misconduct, and sexual violence) made to a faculty member must be reported by that faculty member to the university's Title IX coordinator. For more information on the campus policy regarding sexual misconduct, please see: <https://policy.unm.edu/university-policies/2000/2740.html>

- **Academic Integrity and Honesty:** 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. You are capable of meeting my expectations for this course! The arts are such a personal, unique experience for each person, and your story and how you choose to share it with the world are so important! If you are concerned about how well you are doing in this course, please reach out to me instead of considering academic misconduct.

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Participation

Student participation and response in online courses is considered a necessary factor in the learning process. Still, I do not take attendance in online courses. You are adults and I expect you to be motivated to grow your knowledge and abilities by engaging in assignments and coursework. Students are still held responsible for all academic work required regardless of weekly participation. 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 must successfully complete all online and project requirements and be an active participant in this online course's community
- It is recommended students log on to this course at a minimum of three times a week and to check your UNM Canvas portal regularly for coursework and any communication from the instructor. I honestly suggest logging into this course DAILY
- Be prepared to spend, on average, anywhere from 10- 12 hours per week on this course.
- Always keep a backup of your work!
- Students should strive 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
 - To generally 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 may 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.
- Full credit may not be given for late work unless we have had a communication about the circumstances that may affect your coursework. If an assignment is not presented on time, an automatic 0 might be issued in the gradebook in Canvas. You should make-up the work as soon as possible, and a fair grade will be issued once the work has been submitted.
- 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.

A+	101+
A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D+	68-69
D	64-67
D-	60-63
F	50-59

Grading Policy, Point Breakdown

Semester Requirements:

Quizzes (10)	not graded but must pass in order to move on
Assignments (10)	50 points (5 each)
Discussions (6)	12 points (2 each)
Exam (1)	14 points
Journals (2)	4 points (2 each)
Final Assignment: Arts Career Plan	20 points

Extra Credit:

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

How to Contact the Instructor

Remind App:

The instructions on how to join the REMIND App portal for this course are posted online in the Week 1 module in our UNM Canvas Portal, and on the Canvas home page in the footer. My official virtual student drop-in/office hours are listed on page one of the syllabus and in the footer on Canvas. I am available on the Remind App everyday between 8am and 8pm (officially, but try anytime). Plan on a response within 48 hours for REMIND.

Zoom Link: <https://unm.zoom.us/j/9541776612>, (Meeting ID: 954 177 6612).

During office hours, I will attempt to have my Zoom open and available for us to connect. But, I might be working with a student in a studio or otherwise not in front of a computer. If you are trying to Zoom in and I am not responding, please text me and let me know!

Email:

Email can be sent either via the internal UNM Canvas "Inbox" or through UNM email (alexa08@unm.edu). IF using UNM Email, PLEASE: in the subject line, write the class number, for example - "ALBS 2110". I will check email regularly and plan to respond to emails/messages within 48 hours/2 business days. At some points in the term, my inbox gets quite full, but I do want to hear from you! If you email me and don't hear back from me within two business days, please send a follow-up email. I will appreciate the gentle reminder.

Phone:

I am not available via phone call for this course. But, you can text me (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:

Mondays 10am - 12pm virtual* & Tuesdays 1pm - 2pm on-campus, and by appointment

Support Information, Resources, & Tutorials

This campus provides extensive academic supports for students, and these supports are there to let students achieve the academic success they are truly capable of. Most students access them at some point in pursuit of their degree. I have provided a list of the academic support offices offered by UNM-Valencia below.

Support for UNM Canvas:

- <https://canvasinfo.unm.edu/support/index.html>

UNM-Valencia Tutoring Services:

- Custom tutoring services are available through [The Learning Commons](#). Even online tutoring is available!

Instructor Support:

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

AccessAbility & Equal Access:

- [UNM-Valencia's accessibility/ADA compliance](#)
- [UNM-Valencia's Equal Access Services](#)

Mental Health and Counseling Services: All of us need a support system, and many students benefit from the use of counseling services. I know I do! UNM-Valencia has mental health counseling as part of the [PASOS Recourse Center](#). Also, here is a [list of services available in Valencia County and around the state: https://valencia.unm.edu/students/student-resources/index.html](#). UNM ABQ Students have access to mental health counseling via the [Student Health and Counseling \(SHAC\) Center](#).

Community Support:

We will have a HELP FORUM discussion board in the UNM Canvas course. Use this as a place to post questions about the course content to the community. These questions are not private! But, if one student has a question about course materials or an assignment, that question is usually shared by their peers. This allows everyone in the course to benefit from each other's questions. I will respond to posts there, but you can help out your peers as well!

Netiquette

Include a salutation or at least a name. Emails/Messages/Posts do not usually include "Dear," as a letter does, but they do include at least names. When you write to your teacher or classmates, use their name. Informal words of address, such as "Hey," are rarely appropriate and may be considered rude by some people.

Include a closing. 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.

Adhere to the conventions of Standard English. Please edit and proofread for spelling errors and grammatical mistakes *to the best of your ability*. We all have varying abilities and that's ok!

DO NOT SEND ALL CAP MESSAGES. All capital letters means can be interpreted as screaming. To emphasize a point, underline it or put it in **bold** font.

Participate. In the online environment, it's not enough to show up! We need to "hear" each others' voices to feel presence. Faculty 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. 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 even try using emojis!

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. The classroom is a place for debate and constructive criticism, given with respect. We most likely will have disagreements, and that is a good thing! And we can still have intelligent, kind, honest and respectful conversation no matter what.

Stalking and derogatory comments are inappropriate. Stalking someone, or any derogatory or inappropriate comments, jokes, posts, or 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
<u>Week 1</u>	<ul style="list-style-type: none"> • START HERE Week 1 module • <u>Part 1 - The Business of Art</u> 	#1: START HERE	Assignment #1: Bio Sketch Discussion Forum #1: Bio Sketch Intro Quiz #1: Course Overview
<u>Week 2</u>	<ul style="list-style-type: none"> • Week 2 module • <u>Part 1 - The Business of Art</u> 	#2: How You as a Creative Fit into the Economy	Assignment #2: Creative Economy Mini Essay Discussion Forum #1: Bio Sketch Intro
<u>Week 3</u>	<ul style="list-style-type: none"> • Week 3 module • <u>Part 1 - The Business of Art</u> 	#3: Basics of Legal Business Structures	Quiz #2: Business Structures
<u>Week 4</u>	<ul style="list-style-type: none"> • Week 4 module • <u>Part 1 - The Business of Art</u> 	#4: Intellectual Property	Discussion Forum #2: Intellectual Property Quiz #3: Intellectual Property
<u>Week 5</u>	<ul style="list-style-type: none"> • Week 5 module • <u>Part 1 - The Business of Art</u> 	#5: Contracts	Assignment #3: Contracts Essay Discussion Forum #2: Intellectual Property
<u>Week 6</u>	<ul style="list-style-type: none"> • Week 6 module • <u>Part 1 - The Business of Art</u> 	#6: Costs Analysis	Assignment #4: Cost Tree Quiz #4: Cost Tree Analysis
<u>Week 7</u>	<ul style="list-style-type: none"> • Week 7 module • <u>Part 1 - The Business of Art</u> 	#7: Understanding Financial Terms	
<u>Week 8</u>	<ul style="list-style-type: none"> • Week 8 module • <u>Part 1 - The Business of Art</u> 	#8: Developing a Budget	Assignment #5: Budget Quiz #5: Financial Terms & Funding Discussion Forum #3: Numbers

Dates	Topics	Topics	Assignments/Exams
<u>Week 9</u>	<ul style="list-style-type: none"> • Week 9 module • <i>Part 2 - Strategically Planning Your Arts Career</i> 	#9: Creating a Plan	Assignment #6: Strategic Planning Discussion Forum #3: Numbers Exam #1: The Business of Art
<u>Week 10</u>	<ul style="list-style-type: none"> • Week 10 module • <i>Part 2 - Strategically Planning Your Arts Career</i> 	#10: Developing Your Vision, Mission, and Goals	Discussion Forum #4: Mission Quiz #6: Vision, Mission and Goals
<u>Week 11</u>	<ul style="list-style-type: none"> • Week 11 module • <i>Part 2 - Strategically Planning Your Arts Career</i> 	#11: Non-Traditional Strategic Planning	Assignment #7: Business Model Canvas Quiz #7: Business Model Canvas Discussion Forum #4: Mission
<u>Week 12</u>	<ul style="list-style-type: none"> • Week 12 module • <i>Part 2 - Strategically Planning Your Arts Career</i> 	#12: Letting Your Brand Emerge	Assignment #8: Brand Video Discussion Forum #5: Brand Quiz #8: Branding Journal Assignment #1: Career Dreams
<u>Week 13</u>	<ul style="list-style-type: none"> • Week 13 module • <i>Part 3 - Promoting Yourself</i> 	#13: Marketing Basics	Assignment #9: Mini Marketing Plan Quiz #9: Marketing Discussion Forum #5: Brand
<u>Week 14</u>	<ul style="list-style-type: none"> • Week 14 module • <i>Part 3 - Promoting Yourself</i> 	#14: Showing You Are Competent	Assignment #10: Cover Letter and Resume Quiz #10: Competencies
<u>Week 15</u>	<ul style="list-style-type: none"> • Week 15 module • <i>Part 3 - Promoting Yourself</i> 	#15: Arts Career Plan	Final Assignment: Arts Career Plan Information - <i>open</i> Discussion Forum #6: Semester in Review Journal Assignment #2: Course Self-Reflection
<u>Week 16</u>	<ul style="list-style-type: none"> • Week 16 module • <i>Part 3 - Promoting Yourself</i> 	Arts Career Plan due	Final Assignment: Arts Career Plan Information - <i>due</i>