

**BOWIE STATE UNIVERSITY  
SCHOOL OF ARTS & SCIENCES  
DEPARTMENT OF FINE & PERFORMING ARTS**

**ART 470 SELF PROMOTION & MARKETING IN THE ARTS (3 CR)**

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ART 470 (2664)  
3 credits Section 101  
MON & WED 12-1:50 PM  
MLK CAC RM 0216  
SPRING 2008

**Office Hours:** MON & WED 10-12; WED 3-5:00; TUES/THURS 3:30-4:30 PM

**Sites:**

<http://www.soulsuite.com/compgraphbsu.html>  
<http://www.bowiestate.edu/community/CGraphics.asp>

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**COURSE DESCRIPTION**

This exciting new class will be offered as an elective and is designed to be interdisciplinary and interdepartmental. It seeks to attract and educate students, campus wide, but especially from the visual and performing arts; and communications majors. This class is primarily focused on developing and expanding the students use of technology components, skills and arts business practices such as: the integration of the web, video, print design and the internet to create proper visual marketing materials to promote the student's future chosen careers.

**Prerequisites:** Fine & Performing Arts Majors, Junior/Senior: Permission only.

**II. Teaching Modes:**

The class will serve as a "how-to & step-by-step" process in which each lecture will be designed to take the student through the process of understanding, conceptualizing, designing and implementing created promotional materials to work in various business and networking situations that he/she may encounter.

Artists will utilize computer assisted design programs, video camera technology, green screen techniques and internet websites to download and upload all materials created. Instructors from other areas and disciplines within the fine & performing arts will co-teach areas and make presentations to students in Art/Visual Communication, Music/Music Technology & Theatre Arts.

Case studies and examples from a variety of related art fields (music, theatre, etc.) industries will be provided.

The methods listed are to fulfill the objectives of the course. Students will engage in the research and practice of self-marketing/promotion, design & production techniques; assignments that demonstrate success in application of visual communication techniques, creative experimentation and problem solving. Students will learn by participating in a wide range of activities, including those listed below:

1. **Portfolio**: Based on a series of design projects, lessons, exercises and a final self-promotion project. Compilation of all projects into professional presentation such as a CD-R, DVD-R and website.
2. **Journal/Written Assignments**: Copying, taking notes; writing sketches for brainstorming, research, etc; as well as portfolio reviews and design related events inside and outside of class. Notes MUST be taken at ALL guest lectures/events. Evidence of research is required. Students must maintain a self-promotional/artist blog website.
3. **Tutorials**: Practical usage of software/hardware and techniques related to design, self-promotion and visual communication/marketing.
4. **Self-Promotion Exercises**: Designing and creating artwork to solve a designated problem.
5. **Networking & Mentor Relationship**: Each student will approach and build a relationship with a mentor, be it a guest lecturer, or other approved arts professional, within the students' discipline and/or area of interest.
5. **Critiques**: Typed critiques of projects, and class trips to see view or research art, design, multimedia and visual communication.
6. **Class Participation & Collaboration**: Collaborating with classmates to produce projects and for participate in the production process.

***Additional methods and activities for the course may also include:***

Traditional Experiences: Guest Lectures/Discussions/Presentations  
Written and oral critiques/reports

Clinical/Workshop Experiences: Hands-on with Technology and art/design tools  
Practical Self-Promotion projects

Field Experiences: Visits to professional artist studios, companies, theatres and other venues & agencies; on and off campus performances, research.

### III. Course Objectives: *For students to be able to:*

- Build a foundation and understanding of the needs and benefits of self-promotion
- Learn and implement professional business practices, such as contracts, proposals, (working with) clients, copyright basics, creative briefs; the "business" of the arts and self-promotion
- Develop a working knowledge and implementation of technology in order to create vital marketing materials
- Create a database and checklist for necessary marketing materials for proper self-promotion in his / her specific area
- Develop/ stimulating and innovative visual ideas for their promotional materials
- Produce a basic website/DVD and/or CD-ROM based self-promotion
- Produce a professional self-promotion kit, presentation, demo and/or portfolio

### IV. COURSE GRADE DERIVATION:

Journal (Notes, Sketches, Brainstorms)	10%
Projects, Assignments (Papers)	15%
Studio/Lessons/Tutorials	5%
Critiques (based on lectures, readings)	10%
Network (proof of engagement w/mentor/guest)	5%
Blog (online web journal)	5%
Midterm Review/Exam	5%
Homework	5%
Attendance	5%
* Events (7) performances/exhibitions/other	5% (mandatory)
Tests/Exams/Evaluations	10%
Final Self-Promotion Project/Presentation	20%
<b>Total</b>	<b>100%</b>

\* Attendance to all Art/VCDMA related events is mandatory.

### Grading Scale

90% or higher	= A
80% - 89%	= B
79% - 70%	= C
69% - 60%	= D
59% or lower	= F

## **Activities:**

- SWOT Analyses; Resumes, Portfolio and work review/evaluation
- Show-and-Tell of existing self promotional materials
- Develop techniques in storyboarding, planning for promotional projects
- Discussions and dialogues
- Technology workshop: DVD authoring, video, computer applications, green screen, cords, cables and shooting techniques, headshots, business cards, cameras.
- Self Promotion/Marketing Kit

## **Required Textbooks:**

*Bullsh\*t or Fertilizer: A Portable Pep Talk (Paperback) by Pierre Bennu, published by Andrews McMeel Publishing, ISBN-10: 0740733168*

*Self-Promotion for the Creative Person: Get the Word Out About Who You Are and What You Do, by Lee Silber, Publisehd Three Rivers Press, ISBN-10: 0609806262*

*How to Survive and Prosper as an Artist, 5th ed.: Selling Yourself Without Selling Your Soul (Paperback) by Caroll Michels ISBN-10: 0805068007*

## **Requirement Materials**

- \*\* A journal, or "book of notice" and a small sketchbook is required for working out ideas and for keeping notes, readings, critiques, handouts, etc. that will be given. A 3 ring binder w/dividers is recommended to keep this information.
- \*\* USB Flash (or Jump) Drive. This should be a 250 MB or larger USB Jump Drive. This will replace the usage of zip disks, and will allow you to go from MAC to PC and use in the VCDMA Digital Media Arts Lab (MLK 103).
- A pack of about 5-10 (or more) blank CD ROMs (CD-R) for submitting files.
- Access to a computer, printer and the internet (for some class assignments, email and critiques) and A DVD-R recordable disk for saving files for submission of final completed projects/portfolio at the end of the course.
- Art supplies for storyboards (such as black illustration boards, pencils, pens, colored pencils, etc.)
- (Recommended) An external Firewire drive such as the Lacie 20 or 40 GB Firewire & USB-2 Pocket-Drive - 4.2K or another portable Firewire and USB Drive, or another external high-speed hard drive.

**\*\* These MUST be brought to class each day.**

### **Classroom/Studio Policies**

No food, candy, gum, drink, etc., hats or cel phones are allowed in the computer lab or during class/studio time. Also, during class and studio time, there is no "surfing the net", checking email or using unauthorized software. Class assignments and/or projects and lesson(s) will be due the following based on the required deadlines, unless otherwise stated.

**Attendance:** Attendance will be factored into your overall grade. Please see university's policy) ***as poor attendance, leaving early/unexcused tardiness to class can lower your overall grade and/or be grounds for failure; the lack of attendance and failure to submit all projects and lessons will result in a lowered grade and student will be in jeopardy of failing this course.***

**Snow/Inclement weather:** Class does not automatically close when the public schools close. School closings are announced on TV channels 4, 5, 8, and 9 and radio stations, WAL, WPGC, WPFW, WOL, WRC, WTOP, WMAL, WHUR, & WKYS. Also check the web for internet news organizations that list local school closings.

**Class Participation:** I assign frequent and unannounced classwork to guide group activities, monitor students' learning, obtain feedback on my teaching, and reward thoughtful and consistent class participation. Therefore, since students cannot make up exams or classwork (see below), students who are absent or tardy will miss not only valuable instruction but also credit.

**Extra Credit:** I will offer extra credit only during the term and only to the class as a whole (especially through extended or more advanced projects and other approved activities). Therefore, you cannot improve your grades at the last minute by requesting additional work. Also, if you earn a borderline course average (i.e., 59, 69, 79, 89), you will not receive an additional point to capture the higher grade—unless you earn that grade (or higher) on your final portfolio.

*Example:* If a student with a 79 course average earns a "B" or better on the final project/portfolio, that student will qualify for a "B" on the final grade report. Please note, though, that this policy applies only to course averages ending with "9."

**Incomplete Grades and Withdrawals:** A grade of Incomplete (I) is given only if an emergency prevents you from submitting the final portfolio. Such an emergency must be documented (with a written note from a doctor) by your dean or advisor. However, if you wish to withdraw from the course, please see me before the Registrar's deadline.

**Lateness:** I cannot accept late journal entries, projects or homework. However, if you cannot submit the work on time because of an emergency, you should submit a memo in which you document the emergency and ask to be excused from the assignment. (For instance, submit a doctor's note with your memo.) If you experience computer-related problems, you should request a note from a Lab assistant (preferably an instructor) and/or you must IMMEDIATELY e-mail [tmelchishua@bowiestate.edu](mailto:tmelchishua@bowiestate.edu) to document your problem and bring in a Hard copy of this information within one (1) day of the absence, or return to class.

**Missed Exams, Crits or Classwork:** There will be no make-up quizzes, projects or make-up classwork. However, if you miss a quiz, crit or other classwork because of a documented and acceptable emergency, you should submit a documented excuse.

**Academic Integrity:** Please read the "Academic Code of Conduct," which is published in the Student Handbook or Directory of Classes. If you are suspected of cheating, you must submit your sources and/or make up the assignment in my office. If you are caught cheating, you will receive a "0" for the assignment. You could also be removed from the class and/or suspended from the university.

To support a community committed to academic achievement and scholarship, the University advances the principle of honest representation in the work that is produced by students seeking to engage fully in the learning process. Be original and honest and use/create (100%) YOUR OWN digital-based classwork.

This includes avoiding copyright/trademark infringement, illegally using, scanning or downloading images, music, software or using images, words, videos, prerecorded music etc. that do not belong to you, or were not created by you. Obey the laws in terms of intellectual property and respect copyright and even if you are not sure if author/work has a copyright. **IF YOU'RE NOT SURE...DON'T USE IT!**

### **Support Services & American Disabilities Act (ADA)**

**Special Needs:** Any student with a documented disability (including learning disabilities) that the student feels may affect classroom performance should discuss the matter privately with the instructor at the beginning of the semester so that reasonable accommodations can be made. It is also recommended that the student make contact with the appropriate office for Academic/Student Services for additional assistance with classes and campus activities. Bowie State University is committed to providing an educational environment that is accessible to all students. In accordance with this policy, students who need accommodations because of a disability should contact the Disability Support Services Office immediately, located in Room 311 of the Center for Learning and Technology (301) 860-3292 as soon as possible after admission to the University

or at the beginning of each semester. If you need a special accommodation required by the American Disabilities Act, please document and discuss your disability with me during the **FIRST TWO WEEKS** of classes.

**Production Time & Lessons:** Production time is considered to be done both outside of our normal class schedule, and when possible during class times. Students will be encouraged to brainstorm and generate the creative spark that problem-solving possible for artistic endeavors using digital media. Active learning strategies include extensive use of lessons, tutorials, and on-line help, exercises and other companion materials. **Please complete the tutorials and lessons and practice as much as you possibly can outside of the class time. This is critical to your success on the projects.**

Please be advised that visual communication, web design and computer graphics can be a time consuming process and it is expected that you spend a minimum of 1-3 hours per week/project. You will need to manage your time and find additional time to work in the lab on projects. **Plan ahead in terms of your projects, lessons and especially your final project.**

### **Labs and Equipment**

A student must be a registered member of a DFPA, ART or VCDMA/Computer graphics related course, in order to use the Computer Graphics lab at non-class times. A valid Bowie State University (with Comp. Graphics sticker) must be shown at all times to enter and use labs. For the use of video and/or computer equipment you must leave a valid BSU ID, drivers' license and complete a checkout and request form.

All digital cameras, cables, and other equipment can only be checked out by your Instructor for a 3-hour maximum period per day, unless otherwise stated. All equipment must be returned and checked by an Instructor. You will need to supply a student ID, and a Driver's License to borrow equipment.

Late fees will be assessed for \$5.00 per day, and you will be charged the full price of the replacement of any equipment that is either unreturned, damaged, missing equipment (this includes cables, charges, cords, manuals, cords, etc.) You can only check out equipment if you submit a proposal and written request in advance (usually 1 week) before you need it and receive Instructors permission. Please plan ahead, and know that you are fully responsible for any equipment checked out to you.

### **PLEASE NOTE**

Special equipment, project needs, printing/mounting, exporting various files formats are the student's responsibility. Lost, unsaved or damaged files are no excuse to complete and submit assignments on time.

Backing up of coursework is the students' responsibility. Students must back up all files including lessons to additional storage medium (i.e. the computer, CD-R, or DVD-R). Test your files before submitting for grade and **BACK THEM UP!** Be sure to print two copies, one for you portfolio and one for submission for a grade. Back up keep all work files (example: YourName\_Projectname.psd) until you have turned in the project and received a grade.

**FOR PAPERS/RESEARCH:** When writing papers and using notes, citations and references please, adhere to ***The Chicago Manual of Style.***

### **ART 470/BSU/DFPA Important Dates**

**January 28:** First day of class. Late Registration until Feb 4, 2008

**February 4:** Late registration & Add/Drop ends

**February 4:** Last day to add

**February 4:** Last day to drop/without a "W" grade

**February 13:** Spring 2008 Convocation

**February 14 & 15:** English Proficiency Exam. Requirement for graduation

**February 27-28:** Black History Month Activities: Sistahs of Harlem, NYC lecture and workshop; others TBD)

**February 28:** Last day to withdraw (1st 8 week classes)

**March 1:** Deadline for FAFSFA for 2007-2008 Academic Year

**March 1 & 8:** Graduate Comprehensive Examination

**March 9-15:** Mid-term evaluation for Undergraduate students

**March 12:** Last day to remove Fall 2006 Incomplete Grades

**March 16-23:** Spring Break

**March 27 & 29:** English Proficiency Exam CLT 102. Requirement for graduation

**March 31:** Last day to add a 2<sup>nd</sup> 8-week class

**April 7:** Last Day to withdraw or audit a class (W or AU) 16 week

**April 9:** Spring Job Fair by Career Services

**April 14-18:** DFPA Annual Spring Arts Festival. FocusOnDesign Portfolio Review and Event. Various DFPA/VCDMA activities, attendance to VCDMA activities is mandatory. Advisement Week for Fall 2008

**April 21:** Fall & Summer 2008 registration opens

**April 28:** Last day to drop/with "W" grade - 2nd 8 week classes

**May 3-9:** Final exams for Graduation candidates. Grades for candidates due within 72 hours after the examination)

**May 13:** Last Day of classes

**May 14-20:** Final Exams.

**May 17:** Commencement

**May 23:** End of Semester. Last Day to submit grades

*Note: Instructor withholds the right to substitute projects, alter/delete projects, or introduce alternative/special projects for the overall improvement of the learning experience. Students shall be given this information in advance and in writing.*

## **ART 470 IMPORTANT DATES**

### ***Projects and Semester Deadlines***

<b>PROJECTS/ASSIGNMENTS</b>	<b>DUE DATES</b>
PR 1: Breaking the ICE: Peer Promotion Project (2 Samples)	2/4/08
PR 2: SWOT Analysis (Self-Evaluation) & Self-Promo Proposal	2/18/08
PR 3: Artist Statement & Manifesto	2/25/08
PR 4: Resume, Rough Demo/Portfolio, Work samples for Final	3/3/08
PR 5: ARTIST REVIEW/REACTION PAPER I (2 EVENTS):	3/10/08
* GUEST/LECTURE CRITIQUES I (Typed)	3/10/08
MIDTERM EXAM, CRITIQUE PORTFOLIO REVIEW	3/10/08
PR 5: Artist Blog, online journal (1 <sup>st</sup> Review)	3/24/08
PR 6: Marketing Samples (Promo Kit Prototype)	4/7/08
PR 7: Network/Mentor Review (must be reviewed by mentor)	4/21/08
PR 8: Self-Promotion/Artist Website (linked to Blog)	5/1/08
PR 9: ARTIST REVIEW/REACTION PAPER II (2 EVENTS):	5/5/08
* GUEST/LECTURE CRITIQUES II (Typed)	5/7/08
Final Project. Self-Promotion Kit/Project/DVD/DEMO & Website	5/7 & 5/19
Final Critique/Review & Exam	5/7 & 5/19

**Note:** Students MUST be present for all guest lectures, usually each WEDNESDAY, as well as attend all arts related events, performances and/or exhibitions in the DFPA and off-campus.

## **Projects / Lecture Topics**

### **Module I**

Week 1: An Overview of Visual Marketing, Self Promotion & the "business" of the Arts

### **Module II**

Week 2: Visual Arts & Visual Communication/Multimedia (Film/Video/Animation)

Week 3: Music & Music Technology

Week 4: The Performing Arts (Theatre, Dance & Performance Art)

### **Module III**

Week 5: Copyrights, Trademarks and Infringements; Counterfeiting, Piracy and Intellectual Property

Week 6: Artist Contracts, Royalties, Ethical Pricing & Ownership Issues

Week 7: Entrepreneurship & Taxation Issues

### **Module IV**

Week 8: Resume & Portfolio/Demo Review

Week 9: Screen Test / Monologue/ Voice Overs; Headshots/Comp Card

*Week 10: Presenting Yourself; Business Card / Print Promotion Design & You as a "package"*

Week 11: Technology for Self-Promotion; websites online and digital media

### **Module V**

Week 12: Agents, Managers & Art Directors, Galleries

Week 13: Commissioned Artwork/Performances & Grants

Week 14: Networking Situations and Dialogue; Interdisciplinary Arts  
(Visual & Performance Arts Integration)

Week 15: Final Concept Project / Self Promotion Exhibition

#### **IV. Bibliography**

*Bickley-Green, C. (1998) Interdisciplinary Art: Lessons and Resources--College Edition, New York, NY:McGraw-Hill Primis Custom Publishing*

*Dunbar, R (Editor) (1999). The Evolution of Culture: An Interdisciplinary View (Paperback), New Brunswick, NJ: Edinburgh University Press/Rutgers University Press*

*Graphic Artists Guild (2003). Graphic Artists Guild Handbook: Pricing & Ethical Guidelines (Graphic Artists Guild Handbook of Pricing and Ethical Guidelines) (Paperback), New York, NY: Graphic Artists Guild*

*Krasilovsky, William (2003) The Business of Music: The Definitive Guide to the Music Industry by William Krasilovsky, New York, NY: Billboard Books.*

*Rune, A. (2005) Performative Realism: Interdisciplinary Studies in Art And Media, Copenhagen, Denmark: Museum Tusculanum Press.*

*Stokrocki, M. (2005) Interdisciplinary Art Education: Builds Bridges to Connect Disciplines & Cultures, Reston, VA: INSEA.*

#### **VI. Related Sources and Artists**

Paul Rand – Graphic Designer  
David LaChapelle – Photographer  
Saul Williams, [www.saulwilliams.com](http://www.saulwilliams.com)  
Nam June Paik - [www.paikstudios.com](http://www.paikstudios.com)  
Ogechi Cheiki – [www.ogechi.com](http://www.ogechi.com)  
Andy Warhol - [www.warholstars.org](http://www.warholstars.org)  
YouTube – [www.youtube.com](http://www.youtube.com)  
Current TV – [www.current.tv](http://www.current.tv)  
MySpace.com  
Dada Art  
Guerilla Girls  
Salvador Dali  
Art 21

ART 470 SELF PROMOTION IN THE ARTS  
NAME:

SEMESTER:  
STUDENT ID:

**STUDENT PROJECT AND PARTICIPATION SHEET:** Use the following to record your grades, points, and comments as necessary. Also keep track of the project descriptions, and take notes for any special grading factors/criteria, dates and possible deadlines. Use points/percentages and add up as you receive grades. Refer to your course syllabus for the grading factors, attendance policy & percentages. All projects must be submitted with proper name such as Project1YOURNAME, and saved to your storage medium first. Please ask first and be sure your files/work is received. You must keep a copy of all assignments until the end of the semester. Instructor will withhold the right to refuse to accept any late work unless you receive instructions or directions. **You are expected to maintain a professional portfolio/presentation of all work.**

**GRADING RUBRIC:**

**Time:** Project was submitted on time and by the deadline: **20 pts.**

**Technique:** successful execution of concept; elements/principles of art: **20 pts.**

**Creativity:** original idea (s), problem solving, development of sketches; ideas: **20 pts.**

**Complete:** Project is completed, finished as assigned; all criteria met: **20 pts.**

**Presentation:** Project submitted in correct file formats; mounted/printed/CD/DVD neatness as well overall presentation for critique & grading: **20 pts.**

<b>PROJECT</b>	<b>%</b>	<b>Pts. Earned/GRADE</b>	<b>Comments/Feedback</b>	<b>Due Date</b>
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____
6.	_____	_____	_____	_____
7.	_____	_____	_____	_____
8.	_____	_____	_____	_____
9.	_____	_____	_____	_____
10.	_____	_____	_____	_____
<b>FINAL</b>	_____	_____	_____	_____

**LESSONS/TUTORIALS = 10%** MIDTERM = \_\_\_\_ FINAL = \_\_\_\_

**CRITS = 5%** CRIT 1: \_\_\_\_ CRIT 2: \_\_\_\_ CRIT 3: \_\_\_\_ CRIT 4: \_\_\_\_

**PARTICIPATION = 10 %** Studio time, readings, journal, class critiques & discussions:

MIDTERM = \_\_\_\_ FINAL = \_\_\_\_

**ATTENDANCE= 5%** MIDTERM = \_\_\_\_ FINAL = \_\_\_\_

- # OF LATE: - # OF LATE: - # OF ABSENCES: - # OF ABSENCES:

**MIDTERM EXAM = 10 %:** MIDTERM EXAM = \_\_\_\_

**QUIZZES OTHER EXAMS = 5%** MIDTERM = \_\_\_\_ FINAL = \_\_\_\_

**FINAL EXAM CRIT = 10%** Y/N

**FINAL CD-R OR DVD & PORTFOLIO =5%** **FINAL PROJECT = 20 % =** \_\_\_\_\_

**SUBMISSION TO SHOW/EXHIBITION OR OTHER = 5%:** Y/N **EVENT=5%** Y/N

**TOTAL MIDTERM =** \_\_\_\_ **TOTAL FINAL =** \_\_\_\_\_

**DFPA/VCDMA Student Survey**  
**PLEASE PRINT LEGIBLY!!** Return to Instructor

Date: ..... This Course Title:.....

Course Number: ..... Section: .....

Student ID: .....

Your Name: ..... Semester: .....

Address (local, campus):.....

Address 2: .....

City: ..... State: ..... Zip: .....

Email: ..... Emergency Contact & #: .....

Emergency Contact/Cel Phone #: .....

Phone #: ..... Additional Phone/Cel.....

Your status (senior, junior, etc.): ..... Expected graduation date/year: .....

Your Major: ..... Minor:.....

Your Advisor: ..... Department:.....

Ph: ..... School: .....

**I have taken these prerequisite(s) and/or related courses:**

.....

**Describe your learning style (the way you learn, ex. Lecture, hand-on, etc.)**

.....

**Describe any experience using computers & software:**

.....

.....

**Reasons for taking this class and your overall expectations, goals or objectives:**

.....

.....

**Other Activities, interests, hobbies, campus or community activities:**

.....

.....

**Please write a brief biographical statement:**

.....

.....

*I have read the syllabus for this course, course requirements; as well as grading factors, computer lab and attendance policy and agree to the terms set therein:*

\_\_\_\_\_  
NAME (SIGNATURE)

\_\_\_\_\_  
DATE