

Spring 2013 3 credits

ART F490/690

Current Problems:

The Economics of Art

**Class held: Thursdays 6pm- 9pm
Gruening 408**

Instructor: Mareca Guthrie

Office: Museum of the North

Office hours: by appointment due to security access

Office phone: 474-5102

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COURSE READING:

There are no assigned textbooks for the class. There are however, weekly assigned readings that will be provided in pdf form on Blackboard. Below are some examples of the books from which we will be reading.

<i>Jill Snyder</i> Caring for Your Art: A Guide for Artists, Collectors, Galleries, and Art Institutions Third Edition
<i>Carol Eikleberry</i> The Career Guide for Creative and Unconventional People
<i>James Elkins</i> Why Art Cannot be Taught: A Handbook for Art Students
<i>Caroll Michels</i> How to Survive and Prosper as an Artist: Selling Yourself Without Selling Your Soul
<i>Tad Crawford</i> Legal Guide for the Visual Artist
<i>Stuart Plattner</i> High Art Down Home: An Ethnography of a Local Art Market
<i>Don Thompson</i> The \$12 Million Stuffed Shark: The Curious Economics of Contemporary Art
<i>Paper Monument</i> I Like Your Work: Art and Etiquette
<i>Bill Ivey</i> Arts Inc.
<i>Sarah Thornton</i> Seven Days in the Art World
<i>Katherine Carter</i> Accelerating on the Curves: The Artist's Roadmap to Success
<i>Frieda Kay Fall</i> Art Objects: Their Care and Preservation
<i>Amy Whitaker</i> Museum Legs: Fatigue and Hope in the Face of Art
<i>Lynn Basa</i> The Artist's Guide to Public Art
<i>Philip Mould</i> The Art Detective: Fakes Frauds, and Finds

COURSE DESCRIPTION:

"Current Problems" is a seminar course that is a forum for discussion of aesthetic and professional problems confronted by artists. This particular semester we will be focusing on the broad topic of the "economics of art" to provide us with an opportunity to discuss questions ranging from "How do people make a living as an artist?" to "Why did that painting sell for 8 million dollars?" to "Why is painting A in an art museum and painting B is not?". Frequently

there are no simple answers to these questions but what I hope to provide is a forum in which to untangle the overwhelming knot of issues surrounding the relationship between art and money.

COURSE GOALS:

The goal of this course is to help prepare students for a career in the arts after graduation from UAF.

STUDENT LEARNING OUTCOMES:

Upon completion of the course the student should have a basic understanding of:

- the differences between a small local art market and the large international art market
- the historic partnership between an artists and a galleries
- best practices when working with a gallery
- opportunities for exhibiting your work of the gallery context
- career options available to artists
- professional practices such as
 - time management
 - talking about your artwork
 - selecting presenting your portfolio
 - grant proposal writing
 - CV and resume development

INSTRUCTIONAL METHODS:

The course will be taught in a variety of ways including lecture, field trips, use of Blackboard, video conferencing, and group discussion.

SCHEDULE

DATES SUBJECT TO CHANGE DUE TO SCHEDULING OF GUEST SPEAKERS

Date	Topic	Due
Wk 1	Review syllabus	
Wk 2	Overview of course subject matter	
Wk 3	Museums Museum tour	
Wk 4	Galleries Artist statements and portfolios Guest speaker	Notebooks due for grading
Wk 5	The contemporary art “bubble”	
Wk 6	Visiting artist Ying Li	3 ideas for research paper topic due Sign up to meet with Mareca to discuss research paper topic
Wk 7	The Business of Art Guest speaker- John & Jona VanZyle	

Wk 8	Collectors Guest speaker- Laura Berkowitz	Outline due for paper
Wk 9	Dorothy and Herbert Vogel	Midterm Exam
Nov. 3	Art theft, art forgeries Guest speaker- Sara Tabbert	Draft of paper due Notebooks due for grading Meet with Mareca outside class time to discuss paper
Wk 10	Taxes, insurance & copyright Guest speaker- Randall Compton	
Wk 11	State funding and public art Guest speaker- Yolande Fejes?	Research papers due Powerpoints due
Wk 12	No class Thanksgiving break	Catch up on sleep
Wk 13	Final presentations	Final presentations
Wk 14	Grants, fellowships, and other resources	Notebooks due for final grading
Wk 15	Final exam	

COURSE POLICIES:

ATTENDANCE and LATE ASSIGNMENTS:

You can not make up absences, quizzes, exams or papers.

BLACKBOARD:

All material for the course will be provided on blackboard. I will demonstrate in class how to access Blackboard online.

FOOD and DRINK:

As long as it is neither smelly nor loud you are welcome to bring it to class. I highly recommend bringing a hot drink as the winter months approach.

CELL PHONES AND LAPTOPS:

I do not permit cell phones, texting or taking notes via laptop. Use of these without prior permission from me will drop your grade.

QUIZES:

There are quizzes at the start of each class covering the assigned reading and the material covered in the previous class session. You may use your notes during these quizzes. These quizzes count also for attendance so please do not be late. These quizzes usually require two pages of short written essay answers.

EXAMS:

There is a midterm and final exam. You may not use your sketchbook for reference during either exam. The format of both exams are short written essays on topics covered in class and in the assigned reading.

REQUIRED NOTEBOOK:

The notebook contains your observations, reactions and questions to the content of the course (guest lectures, film clips, lectures, readings) in addition to written assignments. Take pride in your notebook, my hope is for you to be able to use it as a resource to reflect back upon once you are done with the course. You may also sketch in the notebook, but please keep drawings related to the course topics. Extensive unrelated drawings will result in a reduced notebook grade.

This sketchbook / notebook will be graded multiple times during the semester for the following:

- Clarity- You do not need to change your handwriting, but it should be moderately legible and orderly. Pages need to be labeled and dated.
- All notes from class (these notes can be used on the quizzes, but not the exam)
- All notes from the readings (again these notes can be used on the quizzes too)
- Additional short written assignments
- Organization.

You may choose what kind of sketchbook / notebook you use but I recommend:

Hard cover so that it is protected from damage

Spiral bound so that it can be opened flat to work on

Medium or heavy weight paper so that the pages are strong

RESEARCH PAPER & SHORT PRESENTATION

10 page research paper (15 for graduate students) and a 10 minute presentation.

The goal of this research paper is to have a finished product that I can hand out to students in future classes. Have fun with it, work hard on it and create something you are proud of and that is useful for future students.

Are you interested in a certain career? Research what the requirements are for that career. Art therapy? High school art teacher? Art handler at a museum?

Are you interested in how a particular artist supported their work? Are you interested in how to file your taxes as an artist? Find something you are interested in, something you want more information on, be sure it is something that you can research (through internet searches, books and interviews).

Follow the standard MLA format for research papers, including an introduction, body and conclusion. Reference sources within parenthesis in the body of your paper and end with a list of works cited, in MLA format. The paper can include visual support materials which help explain your position, but make sure that the length of typed content adds up to a minimum of 10 pages. After I have read the first draft, I will schedule an instructor conference for feedback and discussion with each of you. You will share the results of your research with the class in a short 10-minute presentation.

Due dates for research paper

Week 3	3 IDEAS FOR TOPICS YOU FIND INTERESTING (and ideas for where you would get the information)
Week 5	FINAL TOPIC AND THREE RESEARCH RESOURCES (names, book titles, websites etc)
Week 7	OUTLINE DUE
Week 9	DRAFT DUE (you will not receive credit if it has more than 10 grammatical or spelling errors) Sign up to meet with Mareca to go over the paper
Week 11	RESEARCH PAPER DUE POWERPOINT DUE (if you do not have access to PowerPoint, you can submit a sequence of images to be used as slides during the presentation, but they must be clearly labeled and numbered in numerical order 01, 02, 03 etc.)
Week 12	PRESENTATIONS

EVALUATION:

- 20% Attendance, class participation and presentation of research
- 20% Notebook
- 20% Quizzes
- 20% Final exam
- 20% Research paper

- A 93%-100%
- A- 90%-92%
- B+ 87%-89%
- B 83%-86%
- B- 80%-82%
- C+ 77%-79%
- C 73%-76%
- C- 70%-72%
- D+ 67%-69%
- D 60%-66%
- F 0%-59%

SUPPORT SERVICES:

If you have a physical, psychological, medical or learning disability that may impact your ability to carry out assigned course work, please contact the UAF office of Disability Services at 474-7043 and appropriate accommodations will be determined. All documentation of disability is confidential.

DISABILITIES SERVICES:

If you have a physical, psychological, medical or learning disability that may impact your ability to carry out assigned course work, please let me know and we will work with the UAF office of Disability Services in rm 208 of the Whitaker Building at 474-5655 to be sure that appropriate accommodations are made. All documentation of disability is confidential.