

## **New York Academy of Art**

### **Professional Practices Weekly Series (non-credit)**

**Fall 2007**

- "To prepare the emerging artist for the professional sphere"

**Thursdays 1-2 pm 202**

Instructor: **Catherine Howe**, Full Time Faculty

**Description:** To introduce students to the professional art world. To assist in the transition from art student to artist by helping to define a framework within which the student may develop a professional practice. The students will learn how to develop and research ideas in preparation for coming in contact with all aspects of the art world.

**Outline:** This is a non-credit series of lectures and workshops on a variety of topics crucial to the emerging artist and professional in the visual arts.

-The Fall Semester series is designed as a weekly one-hour session with no prior registration by the student required. Students may drop in at will\*.

-It will take place at the lunch hour each week to facilitate student access.

-Skills to be gained will include- writing an artist's statement, teaching/grant applications, conducting professional studio practices including proper use of materials, presentation, soliciting critical feedback, obtaining exhibition opportunities. Other areas include: residencies, not-for-profit institutions: services for artists and their role in the art community, and legal issues for the artist. When appropriate, I will actively participate in the workshop /presentation by interviewing guest or leading a discussion. Q and A sessions are an important part of each presentation. Look for posted sessions on second-floor board and by email notices.

*\*The spring semester will be more focused on student projects and will sometimes require registration limited to 20 students, second year students will have priority.*

Week one: September 13

Overview- Crash course on CV writing for a variety of applications, including teaching and exhibitions applications.

Week Two: September 20

workshop: CV writing with review of student CV's

Week Three: September 27

Grant writing for the individual artist: How does one research support venues?

An overview of some important grants including the Fulbright.

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Week Four: October 4

“getting your work online” The do’s and don’ts of achieving a professional website- with entertaining and informative examples of existing artist’s sites.

Week Five: October 11

Workshop: Website show and tell with students online and projected

Week six: October 18

Professional artist’s slide talks- “how to present your work”. Power Point presentations- how to do the basics yourself- what to look for in a professional presentation.

Week Seven: October 25

Workshop: students present slide talks on their own work with critical feedback.

Week Eight: November 1

“Teaching Careers” College Art Association The Guest speaker will outline all the benefits and services offered by the CAA and the yearly conference should be demystified for all.

Week Nine: November 8

“Deal with the Devil” How can artists who use traditional painting media exploit the benefits of photography as an effective tool? Artist presentation with guest TBA.

Week Ten: November 15

Workshop: - source material for painting. PhotoShop- how to use it for studies

Week Eleven: November 22

Virtual Tour of some important NYC galleries for artists who work with representational idioms, with presentation of emerging and established dealers.

Week Twelve: December 6

Studio Visits/Studio space: how to conduct, what to do, what not to do. A round- table discussion with curators and professional artists. Professional artists studios – where are they in the NYC area? Studio programs available at a free or reduced cost.

Week Thirteen: December 13

Jobs in the Arts: museums, galleries, teaching, non-profits- how does one approach these opportunities? Topics: The cover letter. The interview. Internships and volunteering

Spring Semester: day to be announced

Topics:

1. Artist statements DP workshop: What makes a successful artist statement and the dos and don'ts of statement writing will be clarified. Workshop with student writing samples.

2. Public relations for the individual artist: Guest PR person will lead the students through the basics of art PR: How to write a press release, what goes into a press kit, what are the basic rules of journalistic writing? What are the distinctions between a blurb, a press release and a catalog entry? How can the artist be emphatic to the needs and interests of his/her target group? They will also get the students to focus on their own assets: How to evaluate them through benchmarking, how to gather information on target groups, how to identify and attract key media.

3. Not for Profits of special interest to artists, including residency programs and exhibitions centers, slide registries, etc.

4. Legal issues for artists- an expert Law Professional will review of basic contracts and support venues such as Volunteer Lawyers for the Arts.

5. Studio visits/critiques with dealers/critics/curators TBA:  
including, DFN, Claire Oliver, Forum, LFL Gallery, Becky Smith, Christopher Sweet, David Humphrey.