This course is designed around a set of topics and exercises. The emphasis shifts beyond preparing a single resume and and artist statements; to social engagement as a means to growing as an art professional and a process for self-promotion.

It has been my experience from teaching this course in the past, that students typically have very few (if any) significant items to include in a resume. Equally, artist statements are difficult if not impossible to write, because the art work is not yet focused.

Nevertheless, the structure of the course will launch a mechanism to prepare an artist statement and stockpile content that can be fashioned into a resume when that time comes. Most importantly, this mechanism will fuel you as an artist, keep your focused and productive, and get your work out there.

Class time will take on the setting of a Workshop. Students and the instructor will work in a collaborative learning environment.

For successful completion of this course you will need to be inspired, sift through this inspiration, and work toward identifying your own vision. Next you must share your inspiration and vision, both in writing and by showing your work.

**Documenting Your Artwork**

You will be required to photograph your artwork, in-fact on an almost daily basis -- work in progress, thumbnail sketches, and finished work.

Most often you will use your own digital camera. Honestly, as an artist, if you do not have a digital camera, you need to get one and learn how to use it. This digital camera must have a reasonable pixel (mega pixel) output. Typically a smart phone would meet this need, or a hand-held digital camera.

Once you know what camera you will use, locate the user manual online to learn about setting resolution or pixel dimension options. You will want to use the largest possible option. You will also need to find out how to transfer the photos from the camera to your computer and backup to a portable stick or drive.

**Social Media**

You are required to create accounts on the following social media sites. Details will be provided in class.

1. Pinterest
2. Tumblr
3. Twitter
4. Google + for Business
5. Behance
6. Artsy (account only to follow, favorite and share to Twitter and Pinterest)

Graphic Design majors are encouraged to create an account on Dribbble (bbb), but this is optional.
These accounts are to be professional in nature ONLY. Do not include casual content or generic status updates. Do not use accounts that you have previously setup.

You are encouraged to use your own name or a professional equivalent when you set up your account, however, you are not required to do so. In any case, the class will need to know how to access your accounts for "following" purposes.

**Required Reading**

Both texts are available in the UTEP Bookstore. You will need to buy these immediately. You will not have time to order online.

*Steal Like an Artist: 10 Things Nobody Told You About Being Creative* by Austin Kleon, Workman Publishing

Chapter List

1. STEAL LIKE AN ARTIST
2. DON'T WAIT UNTIL YOU KNOW WHO YOU ARE TO GET STARTED
3. WRITE THE BOOK YOU WANT TO READ
4. USE YOUR HANDS
5. SIDE PROJECTS AND HOBBIES ARE IMPORTANT
6. THE SECRET: DO GOOD WORK AND SHARE IT WITH PEOPLE
7. GEOGRAPHY IS NO LONGER OUR MASTER
8. BE NICE (THE WORLD IS SMALL TOWN)
9. BE BORING (IT'S THE ONLY WAY TO GET WORK DONE.)
10. CREATIVITY IS SUBTRACTION

*Show Your Work!: 10 Ways to Share Your Creativity and Get Discovered* by Austin Kleon, Workman Publishing

Chapter List

1. YOUR DON'T HAVE TO BE A GENIUS
2. THINK PROCESS, NOT PRODUCT
3. SHARE SOMETHING SMALL EVERY DAY
4. OPEN UP YOUR CABINET OF CURIOSITIES
5. TELL GOOD STORIES
6. TEACH WHAT YOU KNOW
7. DON'T TURN INTO HUMAN SPAM
8. LEARN TO TAKE A PUNCH
9. SELL OUT
10. STICK AROUND

**Required Videos**

Each student will be required to purchase a subscription to lynda.com to view required videos. The first video set includes the following videos:

1. Up and Running with Tumblr with Justin Seeley
2. **Up and Running with Behance with Justin Seeley**  

3. **Up and Running with Twitter with Maria Langer**  

4. **Up and Running with Pinterest with Justin Seeley**  
   http://www.lynda.com/Pinterest-tutorials/Up-Running-Pinterest/109389-2.html

5. **Google+ for Business with Lorrie Thomas Ross**  

Details regarding subscription purchase will be delivered in class.

**Assignments**

225 total possible points

1. **Social Media Content**: 100 points (25 points each. See * below)
   - Pinterest Content
   - Tumblr Content
   - Google + Content
   - Behance Content

2. **Chapter Outline for Steal Like an Artist**: 25 points (See * below)

3. **Chapter Outline for Show Your Work**: 25 points (See * below)

4. **High Resolution, Color Corrected Digital Photograph of Three Artworks**: 25 points (Graphic Designer and 3D students must include 2 photos of 3D work, for example packaging or sculpture.)

5. **Digital Demonstration Project**: 25 points

6. **Artist's Statement**: 25 points

* **Social Media Content**. The idea here is that you will discover a collection of social media outlets that work best for you.

* **Chapter Outline Assignments**: For each book create a Word document that lists all 10 chapters. Under each chapter enter the following:
   - 3 key points found in the chapter
   - 2 specific calls to action that the author recommends
   - Your critical reflection regarding content

No Assignment will be accepted after the due date and time.

Attendance at assigned course final date and time is required.

You are permitted two excused absence for this course only. Unexcused absences after the two will result in lowering of your grade by one full letter grade. For example, after two unexcused absence, an A becomes a B, and so forth. Absences will be excused only for an illness with a doctor's confirmation or illness or death in the immediate family with documentation.

You need to be ready to work hard daily, both in class and outside, right from the start.

You must stay on track for this course or you will quickly fall behind. Do not wait until the last minute to view videos, read required text, publish updates to social media sites, and complete assignments.
I am here to help you! If you find yourself falling behind at any time, or need assistance, contact me immediately in class or using the Blackboard Messaging System.

Delivery of this syllabus constitutes student acknowledgment and full understanding of course requirements as set forth, and student agreement to meet all the requirements and conditions for successful completion of the course.

Plagiarism/ Academic Dishonesty Statement

Cheating/Plagiarism: Cheating is unethical and not acceptable. Plagiarism is using imagery, information or original wording without giving credit to the source of that imagery, information or wording: it is also not acceptable. Do not submit work under your name that you did not do yourself. You may not submit work for this class that you did for another class, or that was done by another student. If you are found to be cheating or plagiarizing, you will be subject to disciplinary action, per UTEP policy.

Disabilities Statement

I will make any reasonable accommodations for students with limitations due to disabilities, including learning disabilities. Please contact me in the first week of class to discuss any special needs you might have.

If you have a documented disability and require specific accommodations, you will need to contact the Disabled Student Services Office in the East Union Bldg., Room 106 within the first two weeks of classes.

The Disabled Student Services Office can also be reached in the following ways:

- Web: http://sa.utep.edu/cass/
- Phone: (915) 747-5148
- E-Mail: cass@utep.edu

This content is subject to change with prior notice.
Last update: August 22, 2014.