

NEW COURSE PROPOSAL

PROGRAM AREA: **ART**

1. Catalog Description of the Course. *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

ART 334. THE BUSINESS OF ART (3)

Three hours lecture per week.

Exploration into aspects of "art world" business including the financial activities of art consultants, private dealers, commercial galleries, corporate art collections, public museums and international auction houses. Case studies in art marketing, gallery and museum management, contracts and commissions, as well as public image and career development will be investigated.

GenEd: C1, D and Interdisciplinary (Same as BUS 334)

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2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	_____	_____	_____
Seminar	___3___	___1___	___20___
Laboratory	_____	_____	_____
Activity	_____	_____	_____

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

Justification

This course fulfills three units of required upper division Art History for the Art Major or three units of upper division Business credit for the Business Major. It is also available to the student seeking to fulfill General Education credit in sections C1 or D

This course is designed for the Art Major, Business Major and the general student population interested in the extensive interactions between the respective worlds of art and business. A unique aspect of this course is the comparison and integration of discipline-based philosophies and practices demonstrated through lectures, presentations, media events and field trips. This course also serves to expose students to numerous career opportunities in the arts and related business and industries.

Learning Objectives

Through studio projects involving, lectures, class discussions, field trips to museums and galleries, project presentations and class critiques, students will:

- Develop projects that explore the use of traditional artistic methods and digital art technology.
- Articulate, verbally and in written form, intrinsic value of international works of art and learn how business principles influence plays a hand in determining this value system.
- Develop a personal artistic/symbolic language expressed through the artistic process.
- Demonstrate purpose and meaning of art in contemporary society.
- Produce group projects involving collaborative team assignments.
- Participate in the critical evaluation process of peer projects.
- Develop business models utilized in the marketing of art.
- Develop and present economic theories relating to diverse global events that effect the world economy and the monetary value of art.
- Develop first-hand interaction with major art objects in museums, corporations, and private collections.

4. Is this a General Education Course YES NO
 If Yes, indicate GE category:

A (English Language, Communication, Critical Thinking)	
B (Mathematics & Sciences)	
C (Fine Arts, Literature, Languages & Cultures)	C-1
D (Social Perspectives)	D
E (Human Psychological and Physiological Perspectives)	

5. **Course Content in Outline Form.** *[Be as brief as possible, but use as much space as necessary]*

ART/BUS 334. The Business of Art (3)

I. Introduction to Art as a business and Business as a form of Art

- A. Overview of the role of business and marketing related to the arts
- B. Overview of the "art world" and related financial practices

II. Copyrights: An Artists Tool

- A. Definition of copyright
- B. Benefits of registration
- C. Length and termination
- D. Fair use of art images

III. The Visual Artists' Rights Act

- A. Summary of the VARA
- B. Resale royalty act

IV. Defining Art: a Legal Perspective

- A. Problems in definitions
- B. Works of art
- C. Limited edition multiples
- D. Pictorial, graphic, sculptural works

VI. Contracts and agreements

- A. Key contract issues
 - 1. Written
 - 2. Verbal
 - 3. Consignment
 - 4. Bill of sale
- B. Employment contracts
 - 1. Work for hire
 - 2. Enforcement

VII. Art, Censorship and the Law

- A. Obscenity
- B. First amendment rights
- C. Societal obligations
- D. DBA
- E. Tax deductions and loopholes

VIII. Public Art

- A. Funding for public art
- B. Grants
- C. Artist's obligations

IX. Corporate Art Collections

- A. How to sell to corporations
- B. Payment and pricing
- C. Creative limitations and advantages
 - 1. content
 - 2. scale of project

X. Museum Accession Policies

- A. Contacts and hierarchy
- B. Monetary considerations
- C. Policies regarding use

XI. Art Fraud: Scams, Fakes, Forgeries

- A. Black Market
- B. Mail order, telemarketing scams
- C. Art theft
- D. Legal remedies

XII. Art Technologies, Mass Media & Entertainment Marketing

- A. The artist and the media
- B. Aftermarket product
- C. Career opportunities
- D. Art and the entertainment industry

XIII. Art and Commerce

- A. Fine art sales strategies
- B. Commercial art career paths

XIV. State of the Arts

- A. Up-to-date artistic issues
- B. Current trends in contemporary art
- C. Art marketing and careerism

6. References. [Provide 3 - 5 references on which this course is based and/or support it.]

Barnes, Molly. *How to get Hung*, Boston: Journey Editions, 1994
Burch, Dorothy. *The Artists Legal Handbook*, Englewood: Prentis Hall, 1995
Hoover, Deborah. *Supporting Yourself as an Artist*, New York: Oxford University Press, 1992
Victoroff, Gregory. *The Visual Artist's Business and Legal Guide*, Englewood: Prentice Hall, 1995
Caplan, Lee. *The Business of Art*, Englewood: Prentis Hall, 1989

7. List Faculty Qualified to Teach This Course.

- Jack Reilly, Professor of Fine Arts
- William Cordeiro, Professor of Management

8. Frequency.

a. Projected semesters to be offered: Fall _____ Spring X Summer _____

9. New Resources Required.

- a. Computer (data processing), audio visual, broadcasting needs, other equipment
- b. Library needs
- c. Facility/space needs

No new resources will be required to implement this course.

Instruction takes place in the CSUCI Bell Tower lecture classrooms equipped with slide projectors, data projectors, and video. Existing equipment and facilities are currently adequate to support the implementation of this course.

10. Consultation.

Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

Jack Reilly, MFA, Professor of Art

William Cordeiro, PHD, Professor of Management

1-4-03

Proposers of Course

Date

GE CRITERIA APPROVAL FORM

Course Number and Title:

ART/BUS 334. The Business of Art (3)

Faculty Member(s) Proposing Course: Irina D. Costache

Indicate which of the following categories would be satisfied by this course by marking an "X" on the appropriate lines. Courses may be placed in up to two GE categories as appropriate. Upper Division Interdisciplinary GE courses may be placed in two categories plus the UDIGE category.

	A1: Oral Communication
	A2: English Writing
	A3: Critical Thinking
	B1: Physical Sciences
	B2: Life Sciences
	B3: Mathematics
	B4: Computers and Technology
x	C1: Fine Arts
	C2: Literature
	C3: Languages & Cultures
x	D: Social Perspectives
	E: Human Psychological & Physiological Perspectives
x	Upper Division Interdisciplinary GE

Lab Included? Yes _____ No X

Please provide a brief explanation of how the proposed course meets each of the criteria for the selected General Education categories.

Category C1

Students will be able to:

- Describe, understand and analyze the connections between art and business within the specific cultural and historical arena
- Evaluate the ways art and business similar conceptual concerns during specific time periods
- Examine from interdisciplinary perspectives the specificity of art and business culture
- Reflect in written and oral form on the various aspects of the role of art in historical and modern culture
- Describe and analyze the processes of looking at art and placing value upon it
- Critically examine the role of art and business modern and contemporary culture
- Evaluate the meaning of collaborations in the arts

- Critically analyze the role of business on the development of art within the specificity of the period
- Reflect in written and oral form on the various aspects of art and related institutions (such as museums, galleries, private collections, performance halls, etc.)
- Describe and analyze the processes of visual arts and human communication
- Critically analyze meaning deriving from the dialogue between art and business
- Critically evaluate and analyze the processes that link Western modern modalities to non-Western traditions
- Learn the mechanisms of visual cognitive processes
- Formulate an interpretative level of analysis based on a comprehensive understanding of the arts
- Critically examine in comparative ways the formation of meanings in visual arts and relationships between business and culture
- Decipher symbols, cultural and artistic codes in visual art
- Apply the knowledge and information in presentations and papers

Category D

Students will be able to:

- Describe, understand and analyze the interdisciplinary connections between business and the visual arts within historical contexts
- Critically evaluate and analyze the processes that link Western modern modalities to non-Western traditions
- Reflect in written and oral form on the various aspects of business as related to public and private institutions such as museums, galleries, private collections, concert halls, etc.
- Critically examine in comparative ways the formation of meanings in visual arts and business and the relationships between them
- Apply the knowledge and information in presentations and papers
- Evaluate the cultural, and historical meanings of collaborations in the arts and business

- Critically analyze the role business plays on the development of within the specificity of the period

Upper division interdisciplinary

Students will be able to:

- Describe, understand and analyze the interdisciplinary connections between business management and the marketing of art
- Describe, understand and analyze a wide range of examples that intertwine aspects of business with the visual and performing arts.
- Critically examine from various cross-chronological and cultural perspectives how artists, museums and galleries interact with businesses and corporations.
- Reflect in written and oral form on the various aspects of visual culture, business models and related institutions (such as museums, galleries, private collections)
- Critically examine in comparative ways the formation of monetary value of works of art and the symbiotic relationships between art and business.
- Express their opinion and research findings in extensive written assignments (journals, group papers and formal analysis/paper presentations)