

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

COURSE MODIFICATION PROPOSAL

Courses must be submitted by October 15, 2015, and finalized by the end of the fall semester to make the next catalog (2016-17) production

DATE (CHANGE DATE EACH TIME REVISED): 11.19.2015; 12.09.15

PROGRAM AREA(S): ART/BUS COURSE NO: 334

Directions: All sections of this form must be completed. Use **YELLOWED** areas to enter data. All documents are stand-alone sources of course information. Please **highlight in yellow** new/modified language in "New" column.

1. Indicate Changes and Justification for Each. [Mark all change areas that apply]

<input type="checkbox"/> Course title	<input type="checkbox"/> Course Content
<input type="checkbox"/> Prefix/suffix	<input checked="" type="checkbox"/> Course Learning Outcomes
<input type="checkbox"/> Course number	<input checked="" type="checkbox"/> References
<input type="checkbox"/> Units	<input checked="" type="checkbox"/> GE
<input type="checkbox"/> Staffing formula and enrollment limits	<input type="checkbox"/> Other <input type="checkbox"/>
<input type="checkbox"/> Prerequisites/Corequisites	<input type="checkbox"/> Reactivate Course
<input type="checkbox"/> Catalog description	
<input type="checkbox"/> Mode of Instruction	

Justification: Changes made to clarify general education component of course, **including removal of GE Area D** and addition of GE learning outcomes. This opportunity has also been used to integrate Art Program Learning Outcomes.

(Please provide justification(s) for each marked item above). Be as brief as possible but use as much space as necessary.):

2. Course Information.

[Follow accepted catalog format.] (Add additional prefixes i f cross-listed)

OLD

Prefix ART/BUS Course# 334
 Title The Business of Art Units (3)
 3 hours lecture per week
☐ hours ☐ per week

☐ Prerequisites: ☐
☐ Consent of Instructor Required for Enrollment
☐ Corequisites: ☐

Catalog Description (Do not use any symbols):

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

General Education Categories: C1, **D**, UDIGE

Grading Scheme (Select one below):

☒ A – F

☐ Credit/No Credit

☐ Optional (Student's Choice)

Repeatable for up to ☐ units

Total Completions ☐

Multiple Enrollment in Same Semester Y/N ☐

Course Level:

☒ Undergraduate

☐ Post-Baccalaureate

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 Title The Business of Art Units (3)
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☐ hours ☐ per week

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☒ A – F

☐ Credit/No Credit

☐ Optional (Student's Choice)

Repeatable for up to ☐ units

Total Completions ☐

Multiple Enrollment in Same Semester Y/N ☐

Course Level:

☒ Undergraduate

☐ Post-Baccalaureate

☐ Graduate

☐ Graduate

3. Mode of Instruction (Hours per Unit are defaulted)

Hegis Code(s) _____
(Provided by the Dean)

Existing

Proposed

	Units	Hours Per Unit	Benchmark Enrollment	Graded		Units	Hours Per Unit	Benchmark Enrollment	Graded	CS No. (filled out by Dean)
Lecture	<u>3</u>	<u>1</u>	<u>20</u>	X	Lecture	<u>3</u>	<u>1</u>	<u>20</u>	X	<input type="checkbox"/>
Seminar	<input type="checkbox"/>	<u>1</u>	<input type="checkbox"/>	<input type="checkbox"/>	Seminar	<input type="checkbox"/>	<u>1</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lab	<input type="checkbox"/>	<u>3</u>	<input type="checkbox"/>	<input type="checkbox"/>	Lab	<input type="checkbox"/>	<u>3</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activity	<input type="checkbox"/>	<u>2</u>	<input type="checkbox"/>	<input type="checkbox"/>	Activity	<input type="checkbox"/>	<u>2</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Field Studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Field Studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indep Study	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Indep Study	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other blank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other blank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Course Attributes:

X **General Education Categories:** All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/geapproval> completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

A (English Language, Communication, Critical Thinking)

- ☐ A-1 Oral Communication
- ☐ A-2 English Writing
- ☐ A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

- ☐ B-1 Physical Sciences
- ☐ B-2 Life Sciences – Biology
- ☐ B-3 Mathematics – Mathematics and Applications
- ☐ B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

- X C-1 Art
- ☐ C-2 Literature Courses
- ☐ C-3a Language
- ☐ C-3b Multicultural

D (Social Perspectives) COMMITTEE UNCLICKED: GE D Removed

E (Human Psychological and Physiological Perspectives)

X **UDIGE/INTD Interdisciplinary**

X **Meets University Writing Requirement (Graduation Writing Assessment Requirement)**

☐ **Meets University Language Requirement**

☐ **American Institutions, Title V Section 40404:** ☐ Government ☐ US Constitution ☐ US History
Regarding Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

☐ **Service Learning Course** (Approval from the Center for Community Engagement must be received before you can request this course attribute).

☐ **Online Course** (Answer YES if the course is ALWAYS delivered online).

5. Justification and Requirements for the Course. [Make a brief statement to justify the need for the course]

OLD

NEW

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.

- X Requirement for the Major/Minor
- X Elective for the Major/Minor
- X Free Elective

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 ~~and UDIGE~~.

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- X Free Elective

Submit Program Modification if this course changes your program.
NO CHANGE TO ART PROGRAM

6. Student Learning Outcomes. (List in numerical order. Please refer to the Curriculum Committee's "Learning Outcomes" guideline for measurable outcomes that reflect elements of Bloom's Taxonomy: <http://senate.csuci.edu/comm/curriculum/resources.htm>. The committee recommends 4 to 8 student learning outcomes, unless governed by an external agency (e.g., Nursing).

Upon completion of the course, the student will be able to:

OLD

~~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.~~

Upon completion of the course, the student will be able to:

NEW

Through lectures, case studies, class discussions, field trips to museums and galleries, written and oral projects, and class critiques, students will:

- Demonstrate methods of critical analysis through the analysis, interpretation, and evaluation of works of art in an economic/business context (Program Learning Outcome).
- Demonstrate informed understanding and appreciation of the role of art in contemporary society as well as throughout history (Program Learning Outcome)
- Identify and apply economic and business models to the establishment of the monetary values of art and to the marketing of art.
- Analyze and evaluate works of human creativity in the visual arts, architecture, and visual and material culture (SP 06-06rev 6.1)
- Convey how issues relevant to social, cultural, and economic realities interact with in determining the economic, social, and aesthetic values of international works of art. (GE 7.1, SP06.06rev)
- Collaborate effectively with others in the production and critique of class projects.
- Write effectively in various forms (SP 06-06rev 4.2)

7. Course Content in Outline Form. (Be as brief as possible, but use as much space as necessary)

OLD

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

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XI. Art Fraud: Scams, Fakes, Forgeries

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

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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

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XIII. Art and Commerce

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

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XIV. State of the Arts

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

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Does this course content overlap with a course offered in your academic program? Yes ☐ No ☒
If YES, what course(s) and provide a justification of the overlap.

Does this course content overlap a course offered in another academic area? Yes ☐ No ☒
If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

8. Cross-listed Courses (Please note each prefix in item No. 1)

- A. List cross-listed courses (Signature of Academic Chair(s) of the other academic area(s) is required).
- B. List each cross-listed prefix for the course: ART BUS
- C. Program responsible for staffing: ART

9. References. [Provide 3-5 references]

OLD

Barnes, Molly. *How to get Hung*. Boston: Journey Editions, 1994

Burch, Dorothy. *The Artists Legal Handbook*, Englewood: Prentice 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: Prentice Hall, 1989

NEW

Burch, Dorothy. *The Artists Legal Handbook*, Englewood: Prentice Hall, 1995

Caplan, Lee. *The Business of Art*, Englewood: Prentice Hall, 1989

Findlay, Michael, *The Value of Art*, New York: Prestel, 2014

Hoover, Deborah. *Supporting Yourself as an Artist*, New York: Oxford University Press, 1992

Horowitz, Noah, *The Art of the Deal*, Princeton: Princeton University Press, 2014

Thornton, Sarah, *Seven Days in the Art World*, New York: W.W. Norton & Company, 2009

Victoroff, Gregory. *The Visual Artist's Business and Legal Guide*, Englewood: Prentice Hall, 1995

10. Tenure Track Faculty qualified to teach this course.

Irina D. Costache

Matthew Furmanski

11. Requested Effective Date or First Semester offered: F16

12. New Resource Requested: Yes ☐ No ☒

If YES, list the resources needed.

A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)

☐

B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)

☐

C. Facility/Space/Transportation Needs:

☐

D. Lab Fee Requested: Yes ☐ No ☐ (Refer to the Dean's Office for additional processing)

E. Other.

☐

13. Will this course modification alter any degree, credential, certificate, or minor in your program? Yes ☐ No ☒

If, YES attach a program update or program modification form for all programs affected.

Deadline for New Minors and Programs: **October 1, 2015.**

Deadline for Course Proposals and Modifications, and for Program Modifications: **October 15, 2015.**

Last day to submit forms to be *considered* during the current academic year: **April 1, 2016.**

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Alison Perchuk/ Irina D. Costache

11.19.2015

Proposer(s) of Course Modification

Date

Type in name. Signatures will be collected after Curriculum approval.

GE APPROVED

Approval Sheet

Course: ART/BUS 334

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

The CI program review process includes a report from the respective department/program on its progress toward accessibility requirement compliance. By signing below, I acknowledge the importance of incorporating accessibility in course design.

Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
General Education Chair		
	Signature	Date
Center for Intl Affairs Director		
	Signature	Date
Center for Integrative Studies Director		
	Signature	Date
Center for Multicultural Engagement Director		
	Signature	Date
Center for Community Engagement Director		
	Signature	Date
Curriculum Chair		
	Signature	Date
AVP		
	Signature	Date