

# ART C010N: DRAWING FOR CREATIVE ENTERPRISE

Item	Value
Curriculum Committee Approval Date	10/25/2024
Top Code	050640 - Small Business and Entrepreneurship
Units	0 Total Units
Hours	40 Total Hours (Lecture Hours 16; Lab Hours 24)
Total Outside of Class Hours	0
Course Credit Status	Noncredit (N)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	Yes; Repeat Limit 99
Open Entry/Open Exit	No
Grading Policy	P/NP/SP Non-Credit (D)

## Course Description

This dynamic course is designed to support student creatives who want to refine drawing skills while developing the vocational practices, terminology, and techniques necessary for marketing, promoting, and selling their artworks in a variety of settings. Students will create the quality drawn studies, illustrations, and graphics required for a professional personal home-based business while utilizing a variety of contemporary drawing techniques and media. Noncredit. (NOT DEGREE APPLICABLE.) Not Transferable.

## Course Level Student Learning Outcome(s)

1. Create quality drawn artworks using contemporary techniques and materials.
2. Create a plan for marketing personally created artworks in a home-based business.

## Course Objectives

- 1. Evaluate historical trends in drawing.
- 2. Explore drawing materials and mark-making techniques.
- 3. Develop or refine technical drawing skills, incorporating both dimensional space and the principles of design in drawn works.
- 4. Develop personally expressive symbolic or thematic artistic content.
- 5. Assess and revise drawings independently and in group critiques.
- 6. Research contemporary market trends in drawing.
- 7. Identify the key elements required to individually set up a home-based business.
- 8. Develop a portfolio of drawn works to exhibit, publish, and sale.

## Lecture Content

Overview: history of drawing Technical mastery: materials, tools, and techniques Aesthetics: beauty and balance Critical assessment: oral and written assessment Home-based business development: your niche market Marketing: physical and virtual options Exhibit your artworks

Publishing your artworks Commissions: Portraiture, Landscapes and Abstraction

## Lab Content

Overview: history of drawing Time: trends and approaches in drawing historical developments contemporary development Technical Mastery: mastery, tools and techniques basic mark making tool useage basic rendering techniques systems of dimensional illusions linear atmospheric perspective value gradations Aesthetics: beauty and balance principles of design and composition develop symbolic content Critical Assessment: Oral and written assessment Home-based business development: your niche market finding a business niche based on style, material identify market trends secure branding/business name workspace and storage finances: income and expenses Marketing: Physical and virtual options networking pricing displays virtual options: websites, social media pricing and inventory copyrighting and insurance Exhibit your artworks retail fairs, events fine art exhibition sites on-line sales Publishing your artworks printers and publishers, self publishing royalties limited editions Portraiture pets people local scenery Abstraction local vs long-distance commissions

## Method(s) of Instruction

- Enhanced NC Lect (NC1)
- Enhanced NC Lab (NC2)
- Online Enhanced NC Lect (NC5)
- Online Enhanced NC Lab (NC6)
- Live Online Enhanced NC Lect (NC9)
- Live Online Enhanced NC Lab (NCA)

## Instructional Techniques

A variety of instructional techniques are used to encompass different learning styles. Techniques such as lecture, lab, and small group critiques of student and artist work. Visiting exhibits related to the course and/or other online resources will be assigned. Techniques will be used such as Power Point presentations, and electronic resources to read and study paintings.

## Reading Assignments

Students will be given readings from the most appropriate texts, blogs, websites, and resources available through the Coastline Library, as determined by the instructor.

## Writing Assignments

Students will be asked to do a written analysis of a drawn artwork, citing the elements of art and any symbolic content.

## Out-of-class Assignments

Visit and assess course-related exhibitions Create professional drawing portfolio showcasing professional mastery and niche style/branding Research market trends and locate appropriate exhibition and publication opportunities.

## Demonstration of Critical Thinking

Group and individual critiques in oral or written formats

## Required Writing, Problem Solving, Skills Demonstration

Written assignments evaluating artworks and the art market and development of a portfolio of artworks that explores materials, refinement of technical skills, and personally expressive content.

## **Eligible Disciplines**

Art: Master's degree in fine arts, art, or art history OR bachelor's degree in any of the above AND master's degree in humanities OR the equivalent.

Note: 'master's degree in fine arts' as used here refers to any master's degree in the subject matter of fine arts, which is defined to include visual studio arts such as drawing, painting, sculpture, printmaking, ceramics, textiles, and metal and jewelry art; and also, art education and art therapy.

It does not refer to the 'Master of Fine Arts' (MFA) degree when that degree is based on specialization in performing arts or dance, film, video, photography, creative writing, or other non-plastic arts. Master's degree required.