

Building a Career in the Arts for the Twenty-first Century

This course prepares artists to promote, market, and fund their own work and artistic skills effectively. Students learn the basics of project budgeting, promotional materials design, copy and press release writing, grant-writing, event planning, social media integration, the creation of promotional material using a variety of media, donor relations, and working as a teaching artist. Students articulate their mission and goals as an artist, create curriculum vitae outlining their artistic experience, and create press kits/portfolios geared toward their specialized field. In these ways, students learn how to effectively generate interest in their work, providing them with tools to earn a living in an arts field in the twenty-first century.

Course Number: PAR400

Unit: 3.0

Program: UNDG Performing Arts