Art 190A - Personal Narratives: Communication for Visual Artists
Winter Quarter 2015

Instructor: Christina Waters, PhD  Tu - Thurs  6-7:45  Oakes 105
Office: Baskin Arts H-4
Email: xtina@ucsc.edu
Phone: 831/459-5673

Office Hours: Mon — 2-4; by appt.

TAs:  Jana Bolotin  jaboloti@ucsc.edu
      Timothy Furstnau  timothyf@ucsc.edu
      Wayne Marci  wmarci@ucsc.edu

PBS Art 21 -http://www.pbs.org/art21/artists
art.ucsc.edu/faculty/christina-waters-phd-0

This course is designed to help students become better writers and speakers about visual art in general, and their own work in particular. It will provide practice and discussion for arts students as they face a variety of situations requiring clear and critical skills for written and spoken expression. We will focus on vocabulary-building for more powerful and precise expression of ideas. Students will have practice creating resumés, cover letters, artist statements, grants proposals, and website content. These, and intensive review and collaboration, will form the core of engagement for in-class discussion and writing assignments.

Class Participation: It is each student’s responsibility to contribute to class and discussion sections. Attendance is mandatory - if you must miss class, please take responsibility for your own education and contact a classmate for notes. Most hand-outs will also be available electronically.

Oral Presentation: Each person is expected to participate in break-out group discussions and tutorials, and will present their work to the class for discussion.

Written Work: Students will produce a wide range of written work, including an introductory autobiographical paper, career-related pieces, professional letters, a resumé and short analytic statements on selected art topics.

Presentation: Many of these written assignments will form the basis of section presentations, group critiques and discussion. There will be regular in-class writing, and opportunities to re-write and edit during the classroom period.

Grading: Participation (class & disc.section) = 40%, web construction (25%) and written projects (35%) will form the basis for final grades. If you incur more than 3 unexcused absences from either lecture or section you will not pass the course.

Late assignments will result in lowered grades; one half grade for each day late, e.g. 2 days late = one grade lower.

No headphones and no cell phones. No laptops except where used in presentations. The syllabus may be revised from time to time to reflect realities of time constraints. The instructor reserves the right to make such changes: check your email daily!
Week 1 - Tues — January 6
Meet & Greet - Introductions, red tape, yada yada
Importance of communicating your ideas about your work - Overview of the text  Read syllabus go over ground rules

Thurs — January 8
Formal Properties: Color, Shape, Materials, Composition
Thinking in terms of specific visual terms and descriptions

Writing & Speaking (Language shapes perception)
It's all about you: How does your work articulate a philosophy? a world view? i.e. what is it about? Learning how to say what it is you are doing.
PBS screening: Cai Guo-Qaing
Take notes and be prepared to discuss in sections. Listen to how the artist talks about the origin of his work, how it relates to his own personal narrative. Take notes. Pay close attention to how the artists describes their work, and especially note the words and narrative connections used to link the artwork produced with personal biography. In other words - how do they interweave their personal narratives (goals, aspirations, beliefs) into their body of work?  
Homework for Tuesday: read text up to p. 40

Week 2 - Tues — January 13
Conceptual Properties - visual show and tell
in-class Q&A - overused words and phrases
(ask students to volunteer their favorite phrases or examples)
Why Visual Artists Need to Speak and Write Well (intro of text)
(Do first exercises in section - a few sentences describing what you do and why you do it)
PBS screening: el Anatsui

Thurs — January 15
Screening: Bill Viola: the Eye of the Heart  54 min. video
DVD 3250 on reserves at McHenry Library Media Center
Take notes and be prepared to discuss in sections
Overview of grant writing - grant draft will be due Jan 27

Week 3 Tues — January 20
Telling your story: in-class discussion re: Viola
Influences on your work - learn how to identify how you began, and how your work fits into your overall game plan
PBS Screening: Mark Bradford
Embed your own work in the historical past - push against some issue or question What is your work like? Who influenced you? What cultural context speaks most intensely to you? e.g. environment, urban architecture, urban decay, surfing.

Looking ahead to grant exercise:

Walk through funding for a project: what do you need in order to successfully fund your work? You could do Kickstarter or IndieGogo - but you will still need to know how to package your project - and your proposal. No matter who you appeal to, you must make a case for why a supporter should give you money!

**Homework:** read Text on the Artist Statement & Interviewing Yourself - pp 14 - 46

(In sections do second exercise - How did you make it) Also read section on cover letters, etc. pp. 90-96; Irwin Grant app online

**Assignment:** 1-2 pages practicing descriptive phrases by answering the question: What is it? about your own artwork p. 33-35 in text

Turn in our next artwork on Thursday, Jan 22 - 1 1/2 spaced - make sure your name, your TA’s name and your section day/time is on your paper.

**Thursday — January 22**

* Hand in one-page descriptive essay about your artwork - Discussion

* Powerpoint on grant writing

http://www.forbes.com/sites/chancebarnett/2013/05/08/top-10-crowdfunding-sites-for-fundraising/

**Screening:** *Lari Pittman* Discussion of Pittman’s language and its linkage to his art

***** Grant proposal draft - due on Tuesday January 27*****

**Week 4 Tues — January 27**

Assignment due: Grant proposal draft due

PBS Screening: *Omar Fast*

http://www.pbs.org/art21/watch-now/segment-omer-fast-in-fiction

Learning vocabulary and style from reviews, mature artist's statements - survey examples on faculty website

Structuring artist statements - read text pp. 47-69

Artist statement draft due next Tues. Feb. 3

In sections: do third exercise on developing sentences, p. 43
Thurs — January 29
Discuss websites & artist statements
in-class writing on Lari Pittman & Mark Bradford
PBS screening: *Yinka Shonibare*
Go over Artist Statement elements
**Artist Statement Draft due next class - Tuesday February 3**

**Week 5 Tues — February 3**
Hand-in draft artist statement
Specificity & Self-Promotion
Creative and Basic Captions
  - overview of "marketing"
  - Powerful words and phrases
Powerpoint on "Marketing" - includes cover letters
  - Read text - marketing, forms, cover letters and resumés, pp. 72-96
  - section: do exercise p. 76
**Website Design**: personal brand; statement; visual content; captions
(Return grant proposal drafts in sections)
Assignment - Create a sample cover letter for a job; create a personal resumé
  - Both are due next Tuesday Feb 10

No class Thurs — February 5 - individual meetings by appointment

**Week 6 Tues — February 10**
Hand in cover letters and resumés (graded)
Screening and written assignment
*William Kentridge: Art from the Ashes*
What seems to be the artist's agenda in making his work? Form an interpretation of his intention(s), describe them clearly, and provide examples to reinforce your point of view.
**1-2 pages double-spaced.**
Submit this interpretative essay in your discussion sections this week.

Assignment - final grant proposal due next Tuesday

**No class Thurs— February 12: fieldwork on websites**

**Week 7 Tues — February 17**
*Artist Statements, Editing Work, Building Websites*
Hand in final grant proposal
  - Powerpoint - descriptive terms
  - building an arsenal of visual and communicative "arguments" - videos, statements, etc.
  - review of key elements of website
  - Design; personal brand; statement; visual content; captions
Presenting effective websites - class join in critique and comment
Assignment - must have website content in place by next Tues

Thurs — February 19
Discussion of artwork description and personal narrative
Final Artist Statement due on Tues. February 24

Week 8 - Tues — February 24
Final Artist Statement due
Website demos and presentations

Artist Statement must be added to website THIS WEEK!

Thurs — February 26
Screening: Andy Goldsworthy: Rivers and Tides
Make sure that websites have images, artist statement, resumé attached

Week 9 - Tues — March 3
Website construction must be completed by class today!
more website demos, critiques of grant proposals
PBS Screening: Sarah Sze

Thurs — March 5
review of web building and promotional vocabulary
in-class website presentations

Week 10 - Tues — March 10
FINAL WEBSITE due today! (graded)

selected website presentations
go over the text - class discussion

Last Class! Thurs — March 12
in-class writing about topics raised in text and class discussion