

ART 3701 - Professional Preparedness / Artist Business Practices

Fall 2026 Syllabus, Section 01, CRN 43845,

Credit hours: 3

Instructor

Dragana Crnjak

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Public Instructor Information

Instructor Title: Professor

Instructor Professional Qualifications:

Master of Fine Arts, Virginia Commonwealth University

Bachelor of Fine Arts, University of Akron

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Course Description

3701. Professional Artist Practices. This course provides a comprehensive and integrated examination of key components in artistic career development, along with practical skill-building, to navigate the changing art and design landscape professionally. This course will aid in gaining insights and skills to sustain a successful artistic career after graduation. Prereq.: ART 1503 or Permission of Instructor. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Optional	The Practical handbook for the Emerging Artist	Margaret R. Lazzari	

Students will be provided with selected readings from the book to supplement assignments throughout the semester.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	The Artwork is Most Important, The Practical Handbook for the Emerging Artist by Margaret R. Lazzari	Introduction: Defining a professional practice today. Course overview. What is "professional" in an art/design context? Discussion of changing field.	Paired interviews, flipped class introductions Hwk: Revise and summarize personal introduction, creative goals and values statement. Print and add to binder Padlet post due August 31, 11:59PM
8/31	No readings this week	Mapping your ecosystem: artists, designers, institutions, galleries, public art, social practice, digital platforms. Field visit to Medici Museum of Art	Hwk: Write a 250 words reflection on the museum visit. Padlet post due Sept 7 Print and add to binder Due Sept 7
9/7	No readings this week	Developing Artist Statement + Biography	Draft your artist/designer statement (250-500 words) and bio (150-250 words). Peer reviews. Print and add to binder Due Sept 14



9/14	Building Your Communities, The Practical Handbook for the Emerging Artist by Margaret R. Lazzari	Portfolio practice: physical vs digital: art documentation, sequencing, targeting audiences, editing. Hands-on workshop. Peer reviews	In-class portfolio building exercise: Bring 25-30 images to build a physical portfolio mock-up of 20 final images. Peer reviews Make 5 min Ignite Presentation (Ppt in One drive) Export in pdf, print and add to binder. Due Sept 21
9/21	No readings this week	Creative Identity: communicating clearly, confidently and visually	In-class Ignite presentations Peer feedback
9/28	No readings this week	Creative Identity: Ignite Presentations, communicating clearly, confidently and visually	Written feedback due to at least two of your classmates Due Oct 5
10/5	Show Your Work Now, The Practical Handbook for the Emerging Artist by Margaret R. Lazzari	Final Project Introduction: Presenting your work to public Developing presence in person and online	Define your exhibition theme or concept. Identify the audience you hope to reach. Develop a cohesive exhibition creative identity. 150–200-word exhibition concept due Oct 12
10/12	No readings this week	Develop Your Exhibition Concept & Professional Voice Building Exhibition Visual Identity	Design a professional visual identity that reflects your exhibition: logo, color palette, type, exhibition signage, wall labels Mini brand guide (exhibition graphics or digital mock-up) due Oct 19
10/19	No readings this week	Marketing and Social Media Campaign	Develop a public marketing strategy that creates excitement before the exhibition. Two social media posts, one promotional reel or a short video Peer reviews and promotional support Event invitation design in Padlet due Oct 26
10/26	No readings this week	Press and Public Communication	Practice giving a two-minute exhibition introduction. Final press release, including biographies and Artist statements due Nov 2
11/2	No readings this week	Exhibition Design and Visitor Experience	Design an engaging exhibition that encourages viewers to explore your work: layout, sequence, engagement and accessibility. Display mock-up, exhibition schedule due Nov 9
11/9	No readings this week	Designing the Exhibition Gift Shop experience, Multiples making	Define the Gift Shop concept as direct extension of the exhibition. Develop multiples (3-5 objects/ products that function as a coherent family) – due Nov 24 Installation plan with individual responsibilities due Nov 16
11/16	No readings this week	Exhibition Installation and Reception Planning	Start installing the exhibition professionally while collaborating as a curatorial team.
11/23	No readings this week	Exhibition and Gift Shop Installation completion Reception Planning	Install artwork/designs, Gift shop items Labeling, QR testing, final walkthrough. Individual 200 words reflections due Nov 30
11/30	No readings this week	Public Exhibition and Reception Plan reception and public interaction: greetings, introductions, networking, documentation	Coordinate exhibition reception (tentatively scheduled for Dec 3, 4 -6PM) Exhibition documentation 10-15 images of the exhibition reception due Nov 23

12/7	No readings this week	Personal PDFs including all collected documents throughout the semester completion for future proposals	Personal Proposal packet PDFs due Dec 10
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