ARTS 310: THE ARTIST AS A VISIONARY AND ENTREPRENEUR

INSTRUCTOR: Bobbie Pell
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MEETING TIMES: Tuesdays 3:30-6:00pm Whitesides Hall 111


COURSE DESCRIPTION

This course will focus on the inspirational creative empowerment process developed by Julia Cameron’s bestseller, The Artist’s Way. Her proven techniques of discovering/recovering our artist within encourages students to uncover their creative natures then activate their imaginative expressions through response to visual arts, music, literature, storytelling, and film.

As a means of further inspiration, the course will also use the text Crossing the Troll Bridge where the practical aspects of Arts Entrepreneurship are explored through four primary avenues: Dreamer’s Tower (Visioning, Personal goals), Doer’s Workshop (Ideal Studio, Materials, Completed Projects), Telescope Tower (Strategic Planning, Audience Connections), and Grand Meeting Room (Sales, Accounting/Finances, and Public Relations). A personalized, functional Bridge allows the artist to chose the best ways to connect with their Audience (Networking, Online Options). Marketing ideas now plant seeds for later as students send their creativity into the world!

Two primary projects will lead students deeper into their personal artistic realms:

1) “Eye on the Artist” - students will identify a local artist whose work inspires them. Using an approved set of questions, the student will interview the artist and share an 8-10 minute visual PowerPoint presentation on this artist. A 3-4 page written summary will also be submitted.

2) Final Project - students will design a final approved artistic project based on their personal preferences and inspirations (Creative writing, pottery, mosaics, fibers, dramatics, film, music, storytelling). This project will be a culmination of the course objectives and artistic expression.

COURSE GOALS AND OBJECTIVES

1. Critical to this technique are Morning Pages (2-3 pages hand-written in a journal 3-4 times weekly and Artist’s Dates (weekly solitary ventures into the world for inspiration). The text provides additional TASKS to dispel negative attitudes, refill our creative wells, and create a
balanced way of life. This course will provide students with tools to bring artistic endeavors into their everyday lives, assisting them in defining art, recognizing spiritual and cultural views on artistic works, and discerning avenues for personal inspiration.

2. **JOURNAL**: Weekly Readings / Morning Pages / Artist’s Dates are to be completed prior to class for discussion purposes. **Summaries of Morning Pages and Artist’s Dates** of these activities will be completed as check-ins every three weeks (see syllabus for due dates). The **COURSE FINAL** will be in 3-parts based on a synthesis of semester Journalling and Artist Dates detailing thoughts, impressions, and insights along with a solid **Heart Metaphor**.

3. **ASSIGNMENTS**: Students will utilize class instruction and readings to complete both creative and marketing projects. The **TAW TASKS** section will be used for both in-class and homework assignments. **Weekly TAW TASKS will be graded on 30-pt completion scale:**
   - 25-30 Completion of assignment beyond given parameters, full paragraphs
   - 15-25 Completion of assignment within given parameters, level of solid work
   - 0-15 Lacking in completion with writing errors, skimpy responses
Additional semester projects will have corresponding rubrics for grade clarification. **Short quizzes may be given to check for student comprehension of readings.**

**ALL LATE ASSIGNMENTS SHOULD BE TURNED IN TO THE HUMANITIES OFFICE, WHITESIDES HALL, ROOM 212.**

**COURSE / DEPARTMENTAL OUTCOMES**

Students completing the Arts Requirement will be successful in these art areas studied:

A. Articulate the value of the arts studied and its impact on self/others
B. Recognize cultural, historical, spiritual, and/or political aspects
C. Define and articulate the concepts, methods, and organizing principles

**WRITTEN ASSIGNMENTS**

Writing assignments should be single-spaced with font size 12, Times New Roman, 1” margins all around) and turned in at the beginning of class. Work not received at the class onset will be credited as “Late” unless prior arrangements are made with instructor. Automatic **10-point deduction** occurs for 1-day late work (exceptions: extreme illness/death in the family).

**Acceptance of additional tardiness of work will be at the instructor’s discretion.**

Use **MLA style manual and proper pagination.** Spacing given with assignment.

**HEADINGS** (short papers), upper left -hand corner (cover page not needed)

- NAME
- COURSE
- INSTRUCTOR’S NAME
- DATE

(Double space once)

TITLE (centered) followed by another double-space before beginning text

**EX. PAGINATION**
ATTENDANCE
Due to the workshop nature of this class, weekly attendance will be required in order to successfully complete this course. **EACH STUDENT IS RESPONSIBLE FOR ALL MATERIAL COVERED IN CLASS.** No excused absences will be given due to the once-a-week meeting time. **Class participation includes engaging actively in discussions, asking thoughtful questions, showing preparedness for topics, and respecting all class comments (whether by instructor or fellow students).** Classroom distractions such as texting, phone use, or idle chatter while other students/instructor are speaking will result in automatic point deductions of Class Participation Grade.

INSTRUCTOR EXPECTATIONS
Every student will complete all assignments to the best of their ability. This course is a blending of engaging lectures and in-depth discussions, workshop activities, and creative writing. Students are encouraged to expand their personal creative efforts through projects and assignments while discerning their artistic interests and personal inspirations toward creativity.

ASSISTANCE
Assistance with any assignments may be arranged with the instructor **by appointment, before or after class.** If assistance is needed outside the classroom for any written assignments, emotional issues, disability concerns, please see the list below of accessible student aid services.

**WRITING CENTER:** https://writingcenter.unca.edu/; (Ramsey Library, Room 136)
**HEALTH / COUNSELING SERVICES:** https://healthandcounseling.unca.edu/
**DISABILITY SERVICES OFFICE:** (828) 232-5050 or visit their offices at the Office of Academic Accessibility: https://oaa.unca.edu/; (Ramsey Library, Room 011)

ACADEMIC HONESTY AND INTEGRITY
As a community of scholars dedicated to learning and the pursuit of knowledge, UNC Asheville relies on the honesty and academic integrity of all the members of its community. Any act of plagiarism or cheating is academic dishonesty. A person who knowingly assists another in cheating is likewise guilty of cheating. According to the instructor’s view of the gravity of the offense, a student may be punished by a failing grade or a grade of zero for the assignment or test, or a failing grade in the course. If it seems warranted, the instructor may also recommend to the Vice Chancellor for Academic Affairs dismissal or other serious university sanction.

ADVERSE WEATHER / CLASS CANCELLATIONS
Any official UNCA class cancellations due to inclement weather are announced on the Snow Line 828-259-3050. If classes are placed on the Late Start Schedule, you can find the schedule on this link: http://registrar.unca.edu/late-start-schedule/
Check campus email/alerts for inclement weather issues regarding class cancellations. Should the instructor cancel due to personal/inclement weather issues, students will be notified immediately through the campus email. If for any reason the instructor is unable to make class during regular class days, you will receive an email announcement.

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**CALENDAR**

**WEEK OF Aug. 22**

**TOPICS:** Introduction to The Artist’s Way: The Basic Principles

Time Travel / Color Theory

**READINGS:**

- TAW:  Spiritual Electricity (p.1-24)
- CTB: Chap. 1 (p. 11-20)

**Aug. 29**

* FIELD TRIP: MEET IN CLASSROOM *

RIVER ARTS DISTRICT ADVENTURE

DUE: Time Travel (1.5-2 pgs, typed)

**Sept. 5**

**TOPICS:**

- Recovering a Sense of Safety
- Halls of Fame: Monsters/ Champions
- Handling Rejection / Creating Affirmations
- Dream’s Tower / Doer’s Workshop / The TROLL

**READINGS:**

- TAW: WEEK 1 (p. 25-40)
- CTB: Chap 2, 4 (p.11-35, 63-71)

DUE: TAW TASKS #3, #4, #6 (p. 38, 39)

- CTB: THE CASTLE (WORKSHEET #1)
Sept. 12  
**TOPICS:** Recovering a Sense of Identity: Time Circle
Telescope Tower / Grand Meeting Room (4 Tables)
Finding Your Audience / Artist Statements

**SPEAKER:** Belle Bennett, Potter

**READINGS:** TAW: WEEK 2 (p. 41-60)
CTB: Chap. 2 (p.36-47)

**DUE:** Summaries of Artist Date / MP Issue

CTB: Tower/ Grand Ballroom (WORKSHEET #2)

**Confirmation of Artist / Interview date set**

Sept. 19  
**TOPICS:** Recovering a Sense of Power
Dance with Anger / Synchronicity
Inner Outings
Art in Response to Journaling/Poetry
Dressing Your Four Tables (Audience Specificity)

**READINGS:** TAW: WEEK 3 (p. 61-78)
CTB: Chap 3 (p.49-61)

**DUE:** TAW TASKS # 2, #4, #5 (p. 76)

CTB: Audience Tables (WORKSHEET #3)

**Artist Statement** - Your Creative Vision

Sept. 26  
**TOPICS:** Recovering a Sense of Integrity
Professional Artists at Work

**READINGS:** TAW: WEEK 4 (p. 79-90)

**DUE:** EYE ON THE ARTIST Interview Presentations (Odds)

Inner Outing Poems (2); Artist Prayer (Higher Power)

Oct. 3  
**TOPICS:** Recovering a Sense of Possibility
Professional Artists at Work

Final Project Parameters/ Rubric

**READINGS:** TAW: WEEK 5 (p. 91-104)

**DUE:** EYE ON THE ARTIST Interview Presentations (Evens)

Summaries of Artist Date / MP Issues
Oct. 10 * * FALL BREAK - NO CLASS *

Oct. 17 TOPICS: Recovering a Sense of Abundance / Prosperous Life

Student Conferences / Heart Metaphors

READINGS: TAW: WEEK 6 (p. 105-116)

DUE: TAW TASKS # 2, #4 (FOOD), #8 (p. 114)

Final Project Intention (1-2 options)

Oct. 24 TOPICS: Recovering a Sense of Connection

Building the Bridge: Networking, Online Options

READINGS: TAW: WEEK 7 (p. 117-128)

CTB: Chap. 5 (p. 73-86)

DUE: TAW TASKS #2, #5, #8, #9 (p. 126, 127)

CTB: Bridge Connections (WORKSHEET #4)

Final Project Confirmed (Proposed Outline/Steps)

Oct. 31 TOPICS: Recovering a Sense of Strength

Belief Systems / Color Personalities

SPEAKER: David Novak, Storyteller

Art in response to Drama

READINGS: TAW: WEEK 8 (p. 129-150)

DUE: TAW TASKS # 1 (1-6), #3 (p. 146, 147)

Summaries of Artist Date / MP Issues

Nov. 7 TOPICS: Recovering a Sense of Compassion

Grand Meeting Room: Exit Doors

Art in Response to Storytelling (Fairy Tale improvs)

READINGS: TAW: WEEK 9 (p. 151-162)

CTB: Chap. 6, 7 (87-115)

DUE: TAW TASKS #2, #3, #4 (+Artist Totem) (p. 160.161)

CTB: Exit Doors (WORKSHEET #5)
Nov. 14  TOPICS: Recovering a Sense of Self-Protection
           Observation in Specificity / Symbols in Nature
           Art in Response to Nature: Labyrinth Walk
           (in-class graded activity)
           Review  COURSE FINAL  Parameters
READINGS: TAW: WEEK 10 (163-178)
DUE: Fairy Tale Improv (1 pg, typed, single-spaced)

Nov. 21  TOPICS: Recovering a Sense of Autonomy
           Acceptance / Artist’s Altar / Self-Nurturing
           Final Project Presentations (Evens)
READINGS: TAW: WEEK 11 (179-192)
DUE: Artist Date / MP Issues

Nov. 28  TOPICS: Recovering a Sense of Faith/ Epilogue
           Final Project Presentations (Odds)
READINGS: TAW: WEEK 12 193 - 209
DUE: COURSE FINAL: 3 Parts
           Heart Metaphor
           Filling Your Creative Well (Artist Dates Summary)
           Insights / Personal Patterns (Journal Summary)