

# THE BUSINESS OF ART CERTIFICATE

Division: Business and Computer Information Systems

PROGRAM CODE: 2C40675

The **The Business of Art Certificate** combines business coursework in entrepreneurship, marketing, and accounting with courses focused on studio arts, art management and leadership practices for a self-employed career in art. Students examine methods for sustaining a self-directed career in the arts and for making their art viable in the marketplace. A minimum grade of C is required in each course. This certificate requires a total of 18 units.

Code	Title	Units
<b>Required Entrepreneurship Courses (9 units):</b>		
BUS 181 F	The Entrepreneurial Mindset (formerly Business Plan Development)	3
or BUS 180 F	Small Business Management	
ART 123 F	Business Practices in Art	3
or MKT 201 F	Small Business Promotions	
ACCT 100 F	Small Business Accounting	3
<b>Choose 9 units from ONE ART Module listed below: 9</b>		
<i>Painter Module</i>		
ART 202 F	Advanced Painting I	3
ART 203 F	Advanced Painting II	3
ART 290 F	Portfolio Preparation and Artwork Presentation	3
<b>OR</b>		
<i>Sculptor Module</i>		
ART 121 F	Three-Dimensional Design	3
ART 161 F	Advanced Sculpture	3
ART 268 F	Advanced Sculpture II	3
<b>OR</b>		
<i>Jeweler Module</i>		
ART 121 F	Three-Dimensional Design	3
ART 274 F	Advanced Jewelry Casting	3
ART 276 F	Advanced Jewelry Fabrication	3
<b>OR</b>		
<i>Ceramist Module</i>		
ART 121 F	Three-Dimensional Design	3
ART 155 F	Intermediate Ceramics	3
ART 254 F	Advanced Ceramics	3
<b>OR</b>		
<i>Tile Module</i>		
ART 120 F	Basic Design	3
ART 121 F	Three-Dimensional Design	3
ART 260 F	Tile III	3
<b>OR</b>		
<i>Gallery Module</i>		
ARTH 175 F	Introduction to Museum and Gallery Studies (formerly ART 122 F)	3

ARTH 176 F	Museum Studies - Exhibition Production (formerly ART 124 F)	3
ARTH 177 F	Museum Studies - Exhibition Design and Careers (formerly ART 125 F)	3

**OR**

<i>Illustrator Module</i>		
ART 222 F	Composition for Artists: Elements and Principles	3
ART 246 F	Advanced Illustration	3
ART 290 F	Portfolio Preparation and Artwork Presentation	3

**Total Units 18**

**Outcome 1:** Analyze ways to create a livelihood in a chosen arts discipline by identifying a unique, self-directed, non-traditional, and entrepreneurial pathway.

**Outcome 2:** Develop skills in marketing, self-promotion, and business planning.

**Outcome 3:** Use a working vocabulary of small business terminology.

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