



## Course Outline of Record

Curriculum Committee/VP Instruction Approval:

Governing Board Approval:

**DEPARTMENT:** Digital Media, Art, Art History, Music, Dance, Theatre Arts, Art Photography

**COURSE NUMBER:** DM/AH/ART/DANCE/MUS/TA/AP 79

**C-ID:** 0

**CATALOG COURSE TITLE:** Creative Careers—Discovering Self-Directed Pathways

**SHORT TITLE (19 character maximum):** Creative Careers

**STUDENT UNITS:** 3.00

**LECTURE HOURS:** 3.00

**LAB HOURS:** 1.00

|  | Hours per week<br>(based on 18<br>weeks) | Total hours per<br>Term (based<br>on 18 weeks) | Student<br>Units |
|--|--|--|------------------|
| <b>Lecture Hours:</b>                        | 3.00                                     | 54.00  |                  |
| <b>Lab Hours:</b>                            | 1.00                                     | 18.00  |                  |
| <b>Arranged Lab Hours:</b>                   | -  | -  |                  |
| <b>Total Contact Hours:</b>                  | 4.00                                     | 72.00  | 3.00             |
| <b>Expected Hours of<br/>Homework/Study:</b> | 6.00                                     | 108.00   |                  |
| <b>Total Student<br/>Learning Hours:</b>     | 10.00                                    | 180.00   | 3.00             |

**REPEATABILITY:** May be taken 1 time(s).

**GRADE OPTION:** Letter Grade or P/NP

**PREREQUISITE(S):** CO-

**REQUISITE(S):** HYBRID

**REQUISITE(S):**

**RECOMMENDED PREPARATION(S):** Eligibility for ENGL 100 and READ 100

**CATALOG COURSE DESCRIPTION:** Investigates creative career opportunities in all visual, applied, and performing arts disciplines, with a focus on unique, self-directed, non-traditional, and entrepreneurial pathways and the academic and life choices necessary to realize such opportunities. May be offered in a Distance-Learning Format. Materials fee may apply.

**CORE CABRILLO COMPETENCIES:**

Communication - reading, writing, listening, speaking and/or conversing

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Critical Thinking and Information Competency - analysis, computation, research, problem solving

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Global Awareness - an appreciation of scientific processes, global systems and civics, and artistic variety

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Personal Responsibility and Professional Development - self-management and self-awareness, social and physical wellness, workplace skills

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**LEARNING OUTCOMES:**

1. Synthesize research on career and academic pathways with an evaluation of one's skill sets in order to create a self-directed pathway toward a sustainable creative livelihood.

**OBJECTIVES:**

1. Employ methods of reflecting upon and inventorying one's personal and creative skills and strengths.
2. Evaluate relative merits of career options from a personal perspective.
3. Describe and research potential career possibilities with an emphasis on new or non-traditional opportunities.
4. Imagine and actively envision new ways arts careers may intersect, overlap, and

- potentially be combined with other disciplines.
5. Discuss student educational and academic planning as it relates to and supports unique career goals in creative, performing arts, and design fields.
  6. Explore approaches for creating career opportunities that combine areas in creative and performing arts, design, and STEM fields.
  7. Study examples of current and emerging STEAM careers.
  8. Research careers that are considered innovative.
  9. Identify and investigate new ideas, inventions, and innovative ways to develop unique ideas.
  10. Report on recent innovations in business practices for creative fields.
  11. Research, identify, investigate, and report on new workplace paradigms.
  12. Describe careers that combine more than one creative discipline.
  13. Discuss criteria that venture capital organizations use to evaluate and fund creative projects and groups.
  14. Write a paper that demonstrates the ability to present findings from independent original research.
  15. Produce a final project that suggests one or more creative career pathways and the academic, career, and life choices needed to pursue such pathways.

#### **CONTENT:**

1. Tools for Researching the history, methods, and tools involved in creative businesses
2. Tools for Self-reflection and evaluation of one's unique personal and creative strengths
  - A. MBTI
  - B. Other tools
3. Methods for opportunity exploration and generation: Exploring unmet societal needs that would benefit from a student's unique application of their creative skill sets
4. Exploring and developing new value propositions as a way creating new value generation to resource future livelihoods in the creative and performing arts
5. Identifying best practices
6. Exploring and identifying trends
7. Gathering and organizing examples of successful creative businesses and ventures, including impactful social entrepreneurship efforts
8. How creative disciplines recombine to create new opportunities
9. New developments in STEAM
10. Methods for evaluating diverse business plans
11. An overview of self-promotion, branding, identity, publicity, and marketing
12. Ideation, invention, innovation, and "dreaming crazy" (David Cutler)
13. Graphic methods for idea generation
14. Creating the final project on creativity and business
15. Options for project presentation forms
16. Refining the final project and coordinating with other presentations

#### **ASSIGNMENTS:**

### **Out-of-class Assignments**

1. Written report on research findings
2. Written compare and contrast paper on creative career options
3. Presentation on an exploration of how the arts intersect across existing fields
4. Written report on investigations into creative business practices and ventures, including impactful social entrepreneurship efforts.
5. Readings from the texts and selected articles
6. Preparation of examples to demonstrate ability to investigate and understand possible resource models for creative fields
7. Written report on visiting lecturers and participate in online research discussions.
8. Pinterest collection of elements related to creative business
10. Job shadowing
11. Informational interviews
12. Final portfolio-based project

### **In-class Assignments**

1. Analyze and critique the use of best business practices based on research, explaining conclusions and impressions.
2. Discuss planning strategy and problem solving for preparing to run an independent business, especially portfolios.
3. Research
4. View and discuss video presentations.
5. Discuss presentations from guest lecturers

### **METHODS OF EVALUATION:**

#### **Typical classroom assessment techniques**

- Quizzes
- Research Projects
- Portfolios
- Papers
- Oral Presentation
- Projects
- Field Trips

Moderate writing requirements are also appropriate for this course.

#### **Required Assignments**

- Group Projects
- Class Participation
- Class Work
- Home Work
- Lab Activities
- Competency based written and practical tests which demonstrate the students' ability to apply skills and concepts learned to minimum standards established by the instructor

### **METHODS OF INSTRUCTION:**

- Activity
- Critique
- Discussion
- Distance Education
- Field Experience
- Field Trips
- Lab
- Lecture
- Observation and Demonstration
- Projects
- Visiting Lecturers

**REPRESENTATIVE TEXTS:**

- Luttrull, E. (2013). *Arts & Numbers* Agate B2. ISBN: 978-1932841756
- Cutler, D. (2009). *The Savvy Musician* Helius Press. ISBN: 978-0982307502
- Perkins, S. (2014). *Talent is not Enough: Business Secrets for Designers (3/e)*. New Riders. ISBN: 978-0321984111
- White, D., Friedman, L., Levinson, T. (1993). *Poor Dancer's Almanac: Managing Life & Work in the Performing Arts* Duke University Press Books, Revised edition. ISBN: 978-0822313199

CID: 6006