

Module Title:	Entrepreneurship for Artists
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	Blended and E-Learning /Lectures /Class discussion/ screenings, quizzes and class based learning research activities. Blended learning strategies will entail the use of electronic platforms such as Blackboard to provide on- line learning materials and interactive question and answer sessions. Lectures will outline key issues, using audio visual and interactive methods as appropriate. Class discussions/will encourage students to further develop their communication skills. Learning journals will allow students to reflect and develop self realization of goals.
Module Aim:	This modules aims to align learners' personal creative goals with their career goals. The module helps learners identify the variety of business models associated with various contemporary creative practices including socially engaged and community projects. Learners will have the opportunity to understand and compare the variety of professional contexts which they may want to work in. The module will look at case studies of contemporary artists and organizations, both locally and internationally and develop learner knowledge in how they function as businesses. The module aims to expand learner knowledge and awareness of how to apply their creative skills to create income and cultural/social value for themselves and others in an ethical and sustainable way including an understanding of the circular economy.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Define and describe different types of career and business models used by contemporary artists.
LO2	Develop reflection and analytic skills through writing a learning journal based on developing a career plan.
LO3	Design and develop a self-directed creative professional plan which evaluates and prioritizes the different business models relevant to their own professional goals.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

What type of artist could you be?

Using local and international case studies learners will be asked to critically engage and reflect on a variety of different pathways such as: gallery artist/collaborative practices/atelier/ production company/ freelance/ experience economy/ creative cooperatives, community arts, not for profit / arts festivals/

Resilience and Adaptability:

Is it possible to create a living wage by applying your creativity in different contexts? Looking at Case Studies

Being strategic:

How to plan ahead without losing your creative space

Micro start ups

Looking at creative case studies

Setting up a company-

Do you need to? What is involved, first steps

Funding Streams:

Local, national, international. How to apply for Artists' Tax Exemption

Arts & Cultural Marketing

What do arts organizations and artists have to consider? Maintaining a public profile with social media.

Project management

What is involved? Case Studies

Collaborative groups

Organizational issues when working in groups

How to protect your work:

Copy right / Licensing/ Creative Commons/Artists Resale Rights

Sustainable Practices: Art and Rural/Urban Development

Art and Rural/Urban Development- exploring strategies that develop your creative career linking to other developments in your working environment

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Multiple Choice Questions	Weekly Quiz	1	10.00	n/a
Reflective Journal	Learner is asked to record their learning journal weekly for the duration of the module. The journal can be an opportunity to imagine and reflect on a future professional creative life will help clarify the direction their Creative Project Plan will take.	2	40.00	n/a
Project	Career Plan. This assignment is self-directed. It will include learner's career goals. It will include research of creative professionals related to these career goals. This assignment will identify the professional skills needed to realize your plan. In the plan identify who can advise or help further these goals. Conclude with a realistic timeline required to achieve these goals.	1,2,3	50.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	2.00
Independent Learning Time	Every Week	4.00
Total Hours		6.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_AWART_B	Bachelor of Arts (Honours) in Art	5	Mandatory
CW_AWART_D	Bachelor of Arts in Art	5	Mandatory