COURSE OUTLINE		
TERM: SPRING 2021	COURSE NO: BPAC 401	
INSTRUCTOR:	COURSE TITLE: Canadian Cultural Policy and the Performing Arts	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT: Synchronous three hours of class time, plus an additional hour delivered through on-line or other activities per week, for a 15-week semester.

CALENDAR DESCRIPTION: This course starts with exploring individual artistic identity, and ways to build an online community and network around personal artistic practice. It goes on to explores the ways that arts funding works in Canada; the forces that shape public cultural policy and the principal arts funding bodies. It examines the role and status of the artist in contemporary Canadian society and beyond, establishing the emerging Canadian artist as a global citizen, forging their practice in an ever more interconnected and interdependent post-Covid world. Diversity and inclusion, social justice and anti-racist activism as well as Indigenous people's movements for decolonization are impacting policy and opportunity for diverse artists, and this course helps students from all backgrounds to gain insight into how to access public, foundation and private funding in order to sustain their own arts practice.

REQUIRED TEXT: OERs are linked on eLearn and listed in the Course Content area below.

COURSE STUDENT LEARNING OUTCOMES
On successful completion of this course, students will be able to do the following:

- describe their own artistic practice;
- create promotional materials and present them on a personal website;
- build Community through Social Media, SEO and face to face networking;
- situate their work in relation to evolving Canadian cultural policy, informed by their roles, responsibilities and opportunities as global citizen;.
- describe developments of Canadian cultural policy in relation to inclusion, diversity and decolonization;
- navigate the Canadian Cultural Landscape as an artist;
- identify income streams in the Canadian Cultural sector;
- craft a compelling proposal for an artistic concept or installation (call for submission);

- create a prospect list and write a grant application.

COURSE CONTENT:

WEEK	TOPIC	HOMEWORK
1	Career Goals, Self-analysis: SWOT and SMART goals	**Chapter 1 pages 6 - 16 of The Art of Managing Your Career (TAMYC)** Assignment 1 Worksheet in TAMYC (10% on submission)
2	Orientation and introduction. What is artistic identity and how is it realized? Art and Aura; how artists project their art and how to craft an image. Icons, commodities and their power.	**Watch The Artist is Present (Marina Abramovic)** **Assignment 2 Branding 101 Questionnaire**
3	Guest Marketing Consultant Business/marketing skills for a self-directed career as an artist Finding your audience, elements of an individual marketing plan	**Assignment 3a Draft Personal Website & SEO Report** **Assignment 3b Peer appraisal of at least 10 other peoples' websites.** **Assignment 3c Personal Website improved on basis of feedback**
4	Creating Marketing Materials: Biog/ Artist Statement/Audio & Visual Content Keywords and Search Engine Optimization Building a website using a content management system	
5	Website Design: Images, Graphics, Fonts, Colours, Layout, Navigation etc.	
6	Curating your online presence and building your community (Social Media Management)	
7	Feedback on websites from guest marketing consultant	
8	Funding v Revenue Why do people fund the arts? Funding Bodies: Federal, Provincial, Municipal & Private Foundations Funding for different business structures	
9	Transition from the Massey Commission Report to Creative Canada. Diversity and Inclusion Policy and philosophy of current arts funding. Canadian Content in a Digital World. MAPL criteria & International collaborations	**Assignment 4 Grant Prospect List**
10	How grant applications are assessed Identifying funding sources Applying for a grant Portals: Artist and Applicant Profiles	**Assignment 5 Draft Grant Application**
11	Identity statement, Mission/vision statement, Values statement Writing a Canada Council Create & Explore Grant Application Submitting a budget	

12	Pitching an artistic idea to a gallery (guest curators tbc) Crafting a compelling proposal.	**Assignment 6 (Group) Proposal Pitch to Art Gallery.**
13	Breakout Groups- work on proposals	
14	Arts institutions: Professional Organizations, Unions and Contracting. Guest: Maureen Webb, Labour Rights Lawyer and former actor, currently working for Cinematographers Guild.	
15	Feedback on Proposals from guest curators.	

EVALUATION PROFILE:

1. Assignment #1 Career Goals self-analysis and SWOT 10.0%
2. Assignment # 2 Branding 101 Questionnaire.. 7.5%
3. Assignment#3 Prospect List of Potential Funders.. 7.5%
4. Assignment #4 Personal Website 25.0%
5. Assignment #5 Grant Application 20.0%
6. Assignment #6 (Group) Proposal to Gallery... 20.0%
7. Attendance and participation... 10.0%

TOTAL……………………………………………………………………………………….100%

GRADING PROFILE:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades
Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments
Assignments are due 24 hours before the weekly on-line check in. All assignments must be submitted to E learn unless otherwise directed. Late assignments will not be accepted unless you have negotiated an extension on the published deadline.

Missed Exams/Quizzes/Labs etc.
Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance/Participation
Students are expected to attend all on-line check ins, complete all assignments, set readings and activities for that week before the check in.
Students should expect to check in at the scheduled time each week for a combination of instruction (including guest speaker/s), with discussion of the assignments and readings, and some group work. Timely completion of all the assignments and background reading/watching contributes to students' attendance/participation grade. Students should expect to spend around 3-4 hours each week on these elements.

English Usage
Students should proof-read all written work for any grammatical, spelling and stylistic errors. You may lose marks for incorrect grammar and spelling in written assignments.

Electronic Devices
Electronic devices may be used during synchronous class time only for the purpose of enhancing and facilitating learning.

On-line Communication
Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

Professionalism
Students are expected to demonstrate a professional attitude and behaviour towards their work, fellow students and their instructor. Each student should demonstrate reliability, respect for and cooperation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in this course. Students should have respect for equipment and systems, and a constructive response to criticism.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success
Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: https://www.capilanou.ca/student-life/

Capilano University Security: download the CapU Mobile Safety App

Policy Statement (S2009-06)
Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: https://www.capilanou.ca/about-capu/governance/policies/

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:
- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:
- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct
All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page https://www.capilanou.ca/about-capu/governance/policies/).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.