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Fall 2015

## AADM 6601

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## **AADM 6601 - Writing and Presentation for Arts Administrators**

### **Fall 2015 Syllabus**

Location: Milneburg Building, Room 212  
Day/Time: Wednesdays 3:00pm - 5:40pm  
Instructor: Adam Falik  
Office Hours: By appointment  
Contact: falika@mac.com (201) 615-7214

#### **COURSE DESCRIPTION:**

Arts professionals straddle two worlds: the world of the artist and the world of the manager. This course concentrates on the various forms of arts writing, promotion, and institutional communications relevant to the arts administrator. Skills in written and oral communication are developed through a cycle of writings directed towards basic arts and media relations principles and techniques as they apply to successful arts institutions. Students will practice identification of current and potential audiences, how to attract media, create ongoing relationships with visitors and members, as well as successful communication within arts institution administrations.

#### **COURSE LEARNING OUTCOMES**

- Assess strengths and weaknesses in the student's own written and oral communication.
- Develop written assignments to match the characteristics of a particular audience. Understand the differentiations of audience when writing for promotions, institution visitors, or internal arts administrations.
- Use sentence variety, effective word choice, and correct grammar in both written and oral communication. Use correct grammar, punctuation, and mechanics in written communication.
- Analyze verbal and nonverbal techniques that enhance oral communication within a professional context.
- Apply writing process strategies to develop strong resumes and cover letters.
- Use technology to make both publishable and presentable presentations to a variety of audiences.

#### **TEXTS**

There will be no required textbook. Applicable readings will be posted on Moodle.

## SUPPLEMENTAL READINGS AND RESOURCES

While lectures will not include specific grammar lessons, all assignments are expected to be properly punctuated with correct grammar and sentence syntax. Below are two on-line academic resources that offer not only grammar and punctuation rules but also targeted grammar lessons. Also, two reference books are recommended.

- Online Writing Resources. (2008). General format. Retrieved from [http://library.rrc.ca/subjectguides/writing%20resources/page\\_01.htm](http://library.rrc.ca/subjectguides/writing%20resources/page_01.htm)
- Purdue University Online Writing Lab. (2011). General format. Retrieved from <http://owl.english.purdue.edu/>

Maimon, E., Peritz, J., & Yancey, K. (2010). *A writer's resource: A handbook for Writing and Research: 2011 custom edition* (3rd. ed.). New York, NY: McGraw-Hill.

Strunk & White, *The Elements of Style* (any edition)

### **Below are suggested readings that apply to writing about particular arts:**

#### Visual Arts:

- *The Story of Art*: E. H. Gombrich
- *Art in Theory: An Anthology of Changing Ideas: 1900-2000*, Edited by Paul Wood and Charles Harrison
- *Blimey!* by Matthew Collings (A funny, informative guide to the contemporary art scene, focusing on London in the 1990s.)

#### Music:

- *Best Music Writing* (Da Capo published a yearly volume of *The Best Music Writing* from 2000-2011. Each volume can be published separately. 2000, by Douglas Wolk and Peter Guralnick, was particularly good.)

#### Theatre:

- *The American Theatre Reader*, TCG

## **ATTENDANCE AND EXPECTATIONS**

The class will be taught in a highly interactive manner and attendance is expected for every class. Students are anticipated to make every attempt to notify the instructor in the event that they will be absent from class. In addition to completing and handing in all written assignments and making oral presentations, students are expected to fully participate in classroom activities including arriving on time and preparing for class. Students are allowed one (1) unexcused absence. If you miss class two times you cannot earn an A; if you miss three times you cannot earn a B; if you miss four times you cannot earn a C. The Graduate School requires that students enrolled in graduate programs achieve a grade of B or above to remain in good standing.

With regards to the turning in of assignments, because I (the instructor) am concerned with wording and readability, and because I will be editing with pen in hand, printed hard copies of all assignments are mandatory unless otherwise instructed. Should the student miss class, please email me your assignment.

## **ACADEMIC INTEGRITY**

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

## **STUDENTS WITH DISABILITIES**

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.

## **GRADING SCALE**

Definition of Arts Institution/Mission Statement/"About Us" page copy: 10%

Press Release & Spot: 10%

Artist Statements: 10%

Email and Social Marketing Blasts: 10%

Website Copy: 10%

Catalog Copy: 10%

Reviews: 10%

Resume and Cover Letter: 5%

Strategic Planning: 5%

Final Presentation: 20%

## **CLASS SCHEDULE**

### **Week 1 – August 19<sup>th</sup>      Introductions and Class Overview**

Establishing Learning Objectives, Review of Syllabus, Assignments, Grading, and Expectations

**Assignment** – Sell yourself to the class. This will be a short presentation where each student presents the particulars of their backgrounds and defines their strengths and weaknesses with regards to arts communication. Address goals for class.

In addition, as part of your presentation, define a name and function of a theoretical/fictional arts institution. This arts institution will serve as the basis for all assignments over the semester. All promotional copy of events will take place within the guise of your created arts institution.

### **Week 2 – August 26<sup>th</sup>      Sell yourself/The Mission Statement/“About Us” page**

**Assignment:** Write a Mission Statement and create an “About Us” page for your arts institution.

### **Week 3 – September 2<sup>nd</sup>      The Press Release**

**Assignment:** Write a Press Release and two Spots for an upcoming event within your arts institution.

### **Week 4 – September 9<sup>th</sup>      The Artist Statement**

**Assignment:** Write two Artist Statements for two different visual artists

### **Week 5 – September 16<sup>th</sup>      Email blasts and Social Network Marketing**

**Assignment:** Prepare an email blast for an event within your arts institution.

### **Week 6 – September 23<sup>rd</sup>      Website Copy**

**Assignment:** Write website copy for an event within your arts institution

### **Week 7 – September 30<sup>th</sup>      Catalog Copy**

**Assignment:** Create catalog copy for an upcoming event within your arts institution.

### **Week 8 – October 7<sup>th</sup>      Reviews**

**Assignment:** Write a Review of either a visual arts show, a music performance, or a theatrical performance.

**Week 9 – October 14<sup>th</sup>      Resumes and Cover Letter**

**Assignment:** Develop resume and prepare a cover letter for an Arts Administration job listing.

**Week 10 – October 21<sup>st</sup>      Strategic Planning**

**Assignment:** Develop a strategic planning agenda. Create personal notes of expectations, foreseeable challenges/resistances, immediate and long-term projection goals.

**Week 11 – October 28<sup>th</sup>      Interview Skills**

**Week 12 – November 4<sup>th</sup>      Public Speaking lecture**

**Week 13 – November 11<sup>th</sup>      Final Presentation Lecture**

**Week 14-16, November 18<sup>th</sup>, 25<sup>th</sup>, and December 2<sup>nd</sup>      Final Presentations**

\*      **I reserve the right to change or alter this schedule at any time.**