

DRAM 784
FALL 2021 SYLLABUS



Graduate Costume Production
Credit Hours: 1

Location: Online Zoom Remote Workshop

Dates and Times

- 5:30pm – 7:30pm EST
 - Monday, September 13, 2021
 - Monday, September 20, 2021
 - Monday, September 27, 2021
 - Monday, October 4, 2021
 - Monday, October 11, 2021
 - Monday, October 18, 2021

Zoom Meeting Info:

<https://us02web.zoom.us/j/83462570564?pwd=ZjVYeUVEaXRNYmJtOGdTVXkyMjhCUT09>

Meeting ID: 834 6257 0564
Passcode: 12345

Jenifer Simon, M.A.

Instructor

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Office hours: by appointment

Workshop Description

Profound changes have impacted how artists, artisans, and craftspeople can work more entrepreneurially. Growth of the creative economy, technological developments, global connectivity, and online marketplaces are creating new opportunities for artists to pursue full self-employment, part-time freelance work, or launch their own businesses. Whether by choice or happenstance, artists are harnessing the power of digital platforms, social media, and working remotely to build their brand, reach customers, and sell their product or service as they see fit.

This practical workshop gives a basic overview of the entrepreneurial mindset, processes, and tools you can use to develop your aspirations. Whether you launch a business or side-hustle, or lead a department within a shop or company, your understanding of strategic planning, budgeting, marketing, management, and networking will provide greater opportunities for success in your future career.

Note: There is no one term that embodies the variety of disciplines in which one can be creative. Research shows that folks involved in the creative process self-identify, preferring to call themselves and their professional title(s) or field-affiliation(s) what makes sense to them and to which community they feel a part of. In addition, many creatives have multiple talents and disciplines that are opportunity-driven and/or change over time.

In this workshop, the term “*Creatives*” will be used to encompass all those who take part in some aspect of costume production. You may identify as an artist, artisan, designer, craftsperson, maker, milliner, draper, patternmaker, tailor, wardrobe supervisor, studio or shop manager, first-hand, the list goes on. If your identifier is not listed here, you are not excluded.

Workshop Format

Given the scope of our workshop, topics are presented in a condensed manner to be most efficient with our time. As a result, I focus on breadth rather than depth, covering the most critical and essential information necessary to achieve your learning outcomes. At the end of the day, it's more important that you know what questions to ask and where to look for information rather than know the answers.

We will draw on the required reading, videos, podcasts, interviews, articles, and other media to illustrate concepts and provide real life examples covered in the workshop.

Teaching Philosophy

- **This workshop is an opportunity. Take advantage of it.** I am here for you as your instructor, resource, and guide. Connect with me in between sessions to receive instruction that is customized to you and your needs.
- **I don't lecture.** I facilitate your knowledge of concepts, present information, and provide tools for you to act on.

- **I seek to motivate you.** I believe in building your confidence and know-how to align your mission, vision, and values with your career choices.
- **Be curious, open and critical.** Embrace a diversity of viewpoints. When you are learning something new, don't dismiss a concept out of hand without first seeing its merit. Then, test it in real-life and form your own opinion.
- **My success is based on the impact I have on yours.** How will you measure your success?

Workshop Objectives

By the end of this workshop, you will be able to:

- Discover entrepreneurship qualities and business best practices that will serve you in your career.
- Identify and assess your entrepreneurial strengths, areas of improvement, and readiness.
- Demonstrate an understanding of the Business Model Canvas and complete one for class presentation.
- Define a proposed business idea and throughout the workshop, refine or reconsider that idea based on realistic standards and expectations learned in the workshop.
- Perform a SWOT and market analysis for your business.
- Learn how to find resources, information and guidance to assist in your business development in the areas of businesses ownership structures, funding, taxes, insurance, employer responsibilities, federal/state requirements, legal considerations, mentorship, and support.
- Research expenses and create a budget to determine the financial cost and funding needed to start a business.
- Think critically through different challenges and scenarios likely to be encountered as a creative entrepreneur.

Required Text

- [*The Profitable Artist: A Handbook for All Artists in the Performing, Literary, and Visual Arts \(Second Edition\)*](#), 2018. New York Foundation for the Arts (Author), Peter Cobb (Editor), Felicity Hogan (Editor), Michael Royce (Editor)

Assignments

- There are five required homework assignments that will allow you to demonstrate your learning through the workshop. All assignments will be clearly explained during class before their due date, which is always the **Sunday** before the next session. Questions during and in-between sessions are encouraged.
- All assignments are to be emailed to me via a Google Doc (make sure you share the document with me in settings) or Microsoft Word at jenifer@honorsinart.com by 11:59pm on the due date.
- Late assignments may be accepted if you have exceptional circumstances.

Assignment	Due Date	Percent of Overall Grade
#1 SWOT Analysis	9/19/2021	15%
#2 Market Analysis	9/26/2021	15%
#3 Start-Up Budget	10/3/2021	15%
#4 Option 1: Bid; Option 2: Contract Review	10/10/2021	15%
#5 Completed Business Canvas Model and In-class Presentation	10/17/2021	25%
Class Participation		15%

Attendance, Participation, and Workshop Climate

- This workshop covers a lot of ground. We only meet for 12 hours, so it is important to attend every session. Every session will be recorded for future viewing for the duration of the workshop.
- If you must plan to miss a class, please contact me in advance. If there is an emergency, please let me know at your earliest opportunity via [email](#) or text (201-312-4888) why you missed the class. An excuse may be granted, but you are still required to view the appropriate recorded session, turn-in the completed assignment due on that day, and complete any activities conducted during the session.
- This workshop is interactive. Prepare to make your contribution to our collaborative learning experience. Come ready and willing to share your experiences, opinions, and questions.
- I will create and continually update an [accompanying webpage](#), where all the content related to this workshop will be available.

Workshop Schedule

Date	Topics	Reading & Assignments
Session #1 Monday, September 13, 2021 5:30- 7:30pm	<p>Presentation: Workshop Introduction and Syllabus Review</p> <p>Presentation: Introduction to the Entrepreneurial Mindset</p> <ul style="list-style-type: none"> • Discover the benefits of thinking like an entrepreneur, pros and cons of starting your own business versus being an employee. • Freelancing as a bridge to starting a business <p>Activity: Complete entrepreneurial self-assessment in three areas:</p> <ul style="list-style-type: none"> • Skills and Experience • Personality / Characteristics 	<p>Due next class: Assignment #1 and readings.</p> <p>Conduct a SWOT Analysis of your proposed business or business idea using this template and respond to the questions. Send to me per instructions above.</p>

	<ul style="list-style-type: none"> • Networks <p>Group Discussion: Self-Assessment Results</p> <ul style="list-style-type: none"> • What skills, characteristics and networks do you possess as an entrepreneur? What skills do you need to acquire? What are you most interested in learning to strengthen your business knowledge and skillset? <p>Presentation: Overview of Steps to Starting a Business</p> <ul style="list-style-type: none"> • Identifying vision, mission and values. • Conducting a SWOT analysis. <p>Presentation: Business Model Canvas Introduction</p> <ul style="list-style-type: none"> • Key components <p>Review next assignment</p>	<p>Reading: pages 3-4, Chapters 1 & 2, <i>The Profitable Artist</i>.</p>
<p>Session #2 Monday, September 20, 2021 5:30- 7:30pm</p>	<p>Presentation: Identifying Your Target Market</p> <ul style="list-style-type: none"> • Conducting a market analysis • Identifying your business product and/or service based on specialty through research (industry, market, customers, competition) • Defining your unique value proposition • Understanding customer supply and demand • Segmenting your market <p>Activity: Identifying Your Customer</p> <ul style="list-style-type: none"> • Complete the worksheet to identify your target market and customer segments. <p>Presentation: Branding and Messaging</p> <ul style="list-style-type: none"> • Using integrated marketing methods and techniques in the digital age. <p>Group Discussion</p> <p>Review next assignment</p>	<p>Due today:</p> <p>Assignment #1</p> <p>Conduct a SWOT Analysis of your proposed business or business idea using this template and respond to the questions. Send to me per instructions above.</p> <p>Reading: pages 3-4, Chapters 1 & 2, <i>The Profitable Artist</i>.</p>
<p>Session #3 Monday, September 27, 2021 5:30- 7:30pm</p>	<p>Presentation: Start-up Cost Analysis</p> <ul style="list-style-type: none"> • Identifying expenses • Funding your business • Budgeting basics • Determining your start-up and operating costs • Fixed and variable costs 	<p>Due today:</p> <p>Assignment #2</p> <p>Conduct a market analysis for your</p>

	<p>Activity: Budgeting Expenses</p> <ul style="list-style-type: none"> Review the budget presented. Have all the possible expenses to start this business been considered? Are the expense estimates realistic? What information can you glean about this business by understanding its budget? <p>Group Discussion</p> <p>Presentation: Pricing Your Product or Service</p> <ul style="list-style-type: none"> Identifying cost of goods, labor, profit margin and determining what to charge <p>Review next assignment</p>	<p>proposed business using the worksheet provided.</p> <p>Reading: pages 159-210, Chapters 11 & 12, <i>The Profitable Artist</i>.</p>
<p>Session #4 Monday, October 4, 2021 5:30- 7:30pm</p>	<p>Presentation: Setting Up Your Business Guest Speaker: Dan Schwenk, CPA</p> <ul style="list-style-type: none"> Legal structure, permits, licenses Taxes <p>Presentation:</p> <ul style="list-style-type: none"> Insurance – for more detailed information, view this webinar I conducted with Seth Zaremba, Zinc Insurance Founder on Insurance for Artists Workplace safety Free and low-cost resources for guidance and support in starting your business <p>Activity: Finding Resources</p> <ul style="list-style-type: none"> Generate a list of resources based in your home state that can help you form your business. <p>Presentation:</p> <ul style="list-style-type: none"> Contracts and Getting Paid <p>Activity: Create an Invoice</p> <p>Group Discussion</p> <p>Review next assignment</p>	<p>Due today: Assignment #3</p> <p>Create a start-up budget for your business. You must provide the source you consulted to determine each expense item. Other instructions are on the template.</p> <p>Reading: pages 101-156, Chapters 6-10</p>
<p>Session #5 Monday, October</p>	<p>Presentation: Managing Your Business</p> <ul style="list-style-type: none"> Diversifying revenue streams Recordkeeping 	<p>Due today: Assignment #4</p>

<p>11, 2021 5:30- 7:30pm</p>	<p>Activity: Would You Take This Job?</p> <ul style="list-style-type: none"> Review this job request. What are the benefits of taking this job? What are the drawbacks? Would you take it? Should you take it? Why or why not? <p>Presentation: Managing Growth</p> <ul style="list-style-type: none"> Hiring and managing employees Sustaining your business during episodic and seasonal work Administrative tasks Common oversights <p>Activity: Business Challenges and Opportunities</p> <ul style="list-style-type: none"> Respond to the different scenarios presented. <p>Group Discussion</p>	<p>In this assignment, you have two options to choose from. Option 1 is a request for a bid. Option 2 is an analysis of a Terms of Service Contract from a Costume Shop. This document contains the instructions for Options 1 and 2.</p> <p>Reading: pages 43-93, Chapters 3-6, <i>The Profitable Artist</i>.</p>
<p>Session #6 Monday, October 19, 2021 5:30- 7:30pm</p>	<p>Final Class Presentations</p> <p>Presentation /Group Discussion:</p> <ul style="list-style-type: none"> Next steps in starting your business Continuing to develop your entrepreneurial mindset 	<p>Due today:</p> <p>Assignment #5</p> <p>Complete and be ready to present a 3-5 minute overview of your Business Model Canvas and answer questions from the group.</p> <p>Reading: Conclusion, pages 258-265 <i>The Profitable Artist</i></p>