

# Advanced Studio Practice Curriculum Standards

2024-2025





# CURRICULUM STANDARD

ADVANCED STUDIO PRACTICE

**2024 - 2025**

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## Preface

## Introduction

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The New Brunswick College of Craft and Design (NBCCD) fosters a learner-centered environment that puts the student at the heart of the educational experience.

NBCCD's officially approved document, the Curriculum Standard, details specific learning outcomes necessary for a student to be certified. It also ensures uniformity of the delivery of a program's content.

The Curriculum Standard is an introduction to the program which includes the program description, program learning outcomes, and the program's potential career opportunities. This is followed by information on duration, credits, admission requirements, advanced placement, certification, articulations, and prior learning assessment and recognition.

This document also contains a program delivery sequence and the course profiles with specific course learning outcomes and grading basis.

In addition, the Curriculum Standard is used as a tool for revision and evaluation of the program and for the promotion of transfer agreements with other post-secondary institutions.

NBCCD welcomes all comments and inquiries regarding the implementation of this program and the use of this document. Please forward any requests or suggestions to the attention of:

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## Program description

Advanced Studio Practice is a post-diploma Certificate program that spans two terms of study in which students develop and implement a professional career plan in the visual arts. The program takes a whole-person approach and empowers students to identify their career goals by awakening their personal and human potential. The key focus is on studio practice in the students' area of concentration while they work collaboratively with highly qualified faculty advisers and professional mentors. This program is suitable for recent graduates, professional artists and individuals with an artistic practice who wish to engage in a creative and collegial environment while evolving their distinct career goals.

Note: Although the vast majority of students take advantage of the facilities and creative community on-site, there are a limited number of low-residency seats available through consultation with the Coordinating Instructor of the Advanced Studio Practice Program.

## Areas of study

- Independent Study in the Visual Arts
- Professional Studio Practice
- Mentors and Networking
- Community Engagement
- Active Web Presence
- Portfolio Development
- Promotion and Marketing
- Entrepreneurship and Business Practices
- Career Development

## Program learning outcomes

Following successful completion of this program, students will be able to:

- Create a significant body of work that reflects a professional mode of practice.
- Synthesize innovative and creative problem-solving skills within a professional body of work.
- Establish a career development plan that integrates established business methods.
- Set realistic personal and professional goals.
- Engage in entrepreneurial thinking and strategies.
- Self-reflect on practices that expand their awareness, personal growth and potential.
- Incorporate practical work experience into their personal career plan.
- Communicate and collaborate effectively with colleagues and professionals.
- Present themselves and their work in a variety of professional contexts.

## Career possibilities

Advanced Studio Practice is a unique program where the student assesses their current professional practice and defines the next steps of their individual career path. Their plan of study may encompass, or be a combination of, production opportunities for the creative industries, working for themselves or entering into any entrepreneurial endeavour within the broad field of visual arts. Graduates may also proceed to further degree-based education. The Advanced Studio Practice Program initiates the beginning of a self-defined professional life.

## Admission requirements

For admission requirements, please visit [nbccd.ca/admissions](https://nbccd.ca/admissions).

## Certification

Upon successful completion of the prescribed curriculum, the student will receive a certificate in Advanced Studio Practice.

## TERRITORIAL ACKNOWLEDGMENT

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NBCCD acknowledges that we live, work and create on the unsundered and unceded traditional Wolastoqey land. The lands of Wabanaki people are recognized in a series of Peace and Friendship Treaties to establish an ongoing relationship of peace, friendship and mutual respect between equal nations. The river that runs by our college is known as Wolastoq (Saint John River), along which live Wolastoqiyik – the people of the beautiful and bountiful river.

|                              |   |  |   |   |
|------------------------------|---|--|---|---|
| FALL<br>2024<br>18 CREDITS   | CASP 4000<br>Professional Studio Practice I<br>9 CREDITS  | CASP 4001<br>Research Studio<br>3 CREDITS  | CASP 4005<br>Lecture Seminar<br>3 CREDITS           | ENTR 4010<br>Business Practices<br>3 CREDITS        |
| WINTER<br>2025<br>18 CREDITS | CASP 4004<br>Professional Studio Practice II<br>9 CREDITS | ENTR 4007<br>Career Practices<br>3 CREDITS | ENTR 4002<br>Mentors and<br>Networking<br>3 CREDITS | ENTR 4011<br>Marketing and<br>Branding<br>3 CREDITS |

Total Advanced Studio Practice Credits: 36

## PROGRAM STRUCTURE

## Fall 1

| Code      | Title                          | Credits | Scheduled Hours | Nominal Hours | Requisites |
|-----------|--------------------------------|---------|-----------------|---------------|------------|
| CASP 4000 | Professional Studio Practice I | 9       | 135             | 270           | None       |
| CASP 4001 | Research Studio                | 3       | 45              | 90            | CASP 4000  |
| CASP 4005 | Lecture Seminar                | 3       | 45              | 90            | None       |
| ENTR 4010 | Business Practices             | 3       | 45              | 90            | None       |

Total of credits: 18.00

## Winter 1

| Code      | Title                           | Credits | Scheduled Hours | Nominal Hours | Requisites |
|-----------|---------------------------------|---------|-----------------|---------------|------------|
| CASP 4004 | Professional Studio Practice II | 9       | 135             | 270           | CASP 4000  |
| ENTR 4007 | Career Practices                | 3       | 45              | 90            | ENTR 4010  |
| ENTR 4002 | Mentors and Networking          | 3       | 30              | 90            | None       |
| ENTR 4011 | Marketing and Branding          | 3       | 45              | 90            | None       |

Total of credits: 18.00

Total Advanced Studio Practice Credits: 36

Course Code/Title: CASP 4000 Professional Studio Practice I

Associate Dean: Jared Peters

Requisites: None

Nominal/Scheduled Hours: 270/135

Credits: 9

| Lecture | Studio | Homework | Independent Study | Practicum |
|---------|--------|----------|-------------------|-----------|
| 30      | 105    | 135      | 0                 | 0         |

## Course Description

In this course, students initiate a self-directed path of study in the visual arts based on an approved proposal. They explore new creative avenues, new ways of working and prototypes in consultation with an appointed adviser. The research and development in this course informs the ongoing evolution of their studio work.

## Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Conduct applied research by analyzing a variety of artistic practices and situations in order to solve problems related to the creation of their projects.
2. Generate work that reflects individual creative development and approach.
3. Integrate advanced design principles and elements of aesthetic order into their work with creativity and imagination.
4. Apply advanced levels of technical skill to a variety of work.
5. Communicate effectively in verbal and written forms in order to articulate their creative concepts through the development of a project proposal.
6. Incorporate a self-reflective process that includes critique and feedback from advisers, faculty and peers in the development of their work.

## Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.



Course Code/Title: CASP 4001 Research Studio

Associate Dean: Jared Peters

Requisites: CASP 4000 (Corequisite)

Nominal/Scheduled Hours: 90/45

Credits: 3

| Lecture | Studio | Homework | Independent Study | Practicum |
|---------|--------|----------|-------------------|-----------|
| 30      | 15     | 45       | 0                 | 0         |

## Course Description

In this course, students begin to position themselves through examining and analysing their own work, their field of study and the fit between the two. They embrace the questions of who am I, what kind of work do I do and how do I identify my target market. Through this process, students bring clarity to their individual career paths.

## Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Conduct applied research that expands their understanding of their specialty.
2. Place individual work within both historical and contemporary contexts.
3. Communicate ideas and information professionally in written, oral and visual forms.
4. Incorporate a self-reflective practice of including input from faculty and peers in their work.
5. Utilize professional behaviour during learning activities.
6. Provide respectful feedback to others in cross-disciplinary critiques to help their continued growth and development.

## Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

Course Code/Title: CASP 4005 Lecture Seminar

Associate Dean: Jared Peters

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

| Lecture | Studio | Homework | Independent Study | Practicum |
|---------|--------|----------|-------------------|-----------|
| 30      | 15     | 45       | 0                 | 0         |

## Course Description

In this course, students are exposed to a variety of creative practices through a series of interactive lectures. They engage in informed dialogue with visiting artists examining current trends and relevant influences. In addition, they present their work in the form of a public lecture, interview, broadcast or on a social media platform.

## Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Engage in an informed dialogue about one's personal work and the nature of the work.
2. Analyze the work and influence of contemporary craft and design practitioners.
3. Critique one's own work within a contemporary context.
4. Present in spoken, written and visual forms for a variety of purposes and audiences.
5. Reflect upon and respond to, in a professional manner, feedback provided by professionals and peers.
6. Conduct themselves in a professional manner that reflects best practices of attendance, punctuality, meeting deadlines and working in a collaborative and respectful manner.

## Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

Course Code/Title: ENTR 4010 Business Practices

Associate Dean: Jared Peters

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

| Lecture | Studio | Homework | Independent Study | Practicum |
|---------|--------|----------|-------------------|-----------|
| 30      | 15     | 45       | 0                 | 0         |

## Course Description

In this course, students take the necessary steps to establish their business/career. Working collectively, they evaluate various models and strategies to set their entrepreneurial goals. Using the S.W.O.T. analytical process, they develop an inventory of personal skills and determine weaknesses and areas of growth. Emphasis is placed on the nuts and bolts of running a business and in particular, the development of timelines, marketing strategies and financial skills using models appropriate to their areas of interest.

## Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Determine the best model for their business/career.
2. Articulate their inventory of personal strengths and weaknesses and develop approaches to address their weaknesses and opportunities.
3. Incorporate knowledge of essential business activities, and financial skills to their business/career activities.
4. Create a personal time management strategy that reflects a balanced lifestyle.
5. Conduct themselves in a professional manner that follows industry standards, by reflecting best practices of attendance, punctuality, meeting deadlines and working in a collaborative and respectful manner.

## Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

Course Code/Title: CASP 4004 Professional Studio Practice II

Associate Dean: Jared Peters

Requisites: CASP 4000

Nominal/Scheduled Hours: 270/135

Credits: 9

| Lecture | Studio | Homework | Independent Study | Practicum |
|---------|--------|----------|-------------------|-----------|
| 30      | 105    | 135      | 0                 | 0         |

## Course Description

In this course, students continue to pursue an approved self-directed path of study in the visual arts. In ongoing consultation with their advisor, they refine their work and clarify their direction towards the execution of a professional body of work that will be presented in a professional gallery in their final semester of study.

## Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Conduct applied research by analyzing a variety of artistic practices and situations in order to solve problems related to the creation of their projects.
2. Generate work that reflects individual creative development and approach.
3. Integrate advanced design principles and elements of aesthetic order into their work with creativity and imagination.
4. Apply advanced levels of technical skill to a variety of work.
5. Communicate effectively through verbal and written forms to articulate their creative concepts through the development of a project proposal.
6. Incorporate a self-reflective process that includes critique and input from faculty and peers in the development of their work.

## Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

Course Code/Title: ENTR 4007 Career Practices

Associate Dean: Jared Peters

Requisites: ENTR 4010

Nominal/Scheduled Hours: 90/45

Credits: 3

| Lecture | Studio | Homework | Independent Study | Practicum |
|---------|--------|----------|-------------------|-----------|
| 30      | 15     | 45       | 0                 | 0         |

## Course Description

In this course, students fully engage with professional projects and activities that launch their emerging professional practice. They identify direct marketing opportunities that may include trade shows, gallery showings, self-created events, web-based applications or other venues. Through group learning, personal planning processes and the implementation of entrepreneurial experiences, students initiate their personal career plan.

## Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Identify venues that include wholesale, commercial and non-commercial opportunities.
2. Implement project management skills using the SMART goals system.
3. Prepare applications for appropriate funding agencies.
4. Synthesize information gained from the exchange of ideas between participants.
5. Discuss and reflect upon feedback provided by professionals and peers on entrepreneurial activities.
6. Execute the activities that fulfill the project plan.

## Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

Course Code/Title: ENTR 4002 Mentors and Networking

Associate Dean: Jared Peters

Requisites: None

Nominal/Scheduled Hours: 90/30

Credits: 3

| Lecture | Studio | Homework | Independent Study | Practicum |
|---------|--------|----------|-------------------|-----------|
| 15      | 15     | 15       | 0                 | 45        |

## Course Description

In this course, students identify professionals who would help them develop their artistic practice and broaden their career network. They are tasked with establishing potential mentor/mentee relationships. Through a process of self-reflection and self-definition, students identify opportunities and undertake a professional experience activity customized on their personalized career plans. This experiential activity may be long or short in duration and represents a minimum of 45 hours of practical engagement.

## Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Identify possible experiential learning activities related to their career plans.
2. Actively network with professionals who will help them with their career development.
3. Display a professional work ethic while engaged in a particular experiential learning activity.
4. Communicate effectively in oral and written form, using appropriate and professional terminology.
5. Reflect on learning experiences acquired in the course through discourse with peers, faculty and individuals from the field.

## Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.

Course Code/Title: ENTR 4011 Marketing and Branding

Associate Dean: Jared Peters

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

| Lecture | Studio | Homework | Independent Study | Practicum |
|---------|--------|----------|-------------------|-----------|
| 45      | 0      | 45       | 0                 | 0         |

### Course Description

In this course, students further develop their online presence to enhance their entrepreneurship potential and grow a strong global digital brand. They evaluate the potential of their digital brand and determine a marketing and branding strategy appropriate to their career objectives. Students utilize the key resources of their website, social media platforms and online directories to build reputation, credibility and customer/audience reach.

### Course Learning Outcomes

Upon the successful completion of this course, students will have demonstrated the ability to:

1. Evaluate a variety of online providers in order to choose one that is appropriate for their career needs.
2. Create digital marketing and branding in written, audio/visual and image-based forms with creativity and imagination.
3. Format digital marketing and branding materials for use in various online environments.
4. Disseminate their brand in various online environments with effective marketing strategy.
5. Conduct themselves in a professional manner that reflects best practices of attendance, punctuality, meeting deadlines and working in a collaborative and respectful manner.

### Evaluation Plan

The evaluation plan for each specific medium is provided on the Learning Experiences Outlines document. No single project will exceed 35% of the final grade.

**Grading Basis:** Graded with pass mark of 60%.