

Fine Craft: Ceramics

CURRICULUM STANDARD
2025 - 2027

New Brunswick
COLLEGE
of CRAFT
& DESIGN



CURRICULUM STANDARD

FINE CRAFT: CERAMICS

2025-2027

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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:

Anna Mathis, Academic Dean
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Program Description

Ceramics is a two-year, four-semester program that focuses on skill building and technical proficiency. A strong emphasis is placed on professionalism throughout the program. Students begin the program not only learning how to throw on the pottery wheel, but also learning about the wide range of ceramic materials used. Students study historical and contemporary examples to guide their aesthetic development.

Students learn about clay materials through mixing different clay bodies and processing wild clays, glazes and glaze materials by formulating, mixing, and testing their own chosen glazes, finishing their work by firing it in electric and gas kilns, and alternative techniques, such as raku, saggar, and salt firing. Alternative methods of making, such as hand building, extruding, and the use of moulds may also be explored.

The importance of glazes is heavily weighted in the program. Essential to students' development is understanding how to alter glazes and finishes by adjusting the materials or firing parameters. Students gradually discover and develop their own aesthetic style and apply it to their work. They learn about studio production through designing their own unique line and participating in the sales and marketing exercise of a holiday craft sale. Graduation is celebrated through a gallery showing their best work from their time at NBCCD Ceramics.

Areas of Study

- Throwing and Handbuilding
- Ceramic Science
- Designing for Production
- Ceramic History
- Wholesale and Retail Marketing
- Firing Methods (Gas, Raku and Electric Kilns)

Program Learning Outcomes

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

- Create work that combines a broad understanding of aesthetic principles with a high level of technical expertise.
- Integrate both contemporary and traditional methodologies into studio practice.
- Engage in real-world experiences that inform the development of entrepreneurial and business skills to ensure readiness for self-employment.
- Participate in critique and dialogue that combine contemporary and historical ceramics to help create a unique aesthetic voice.
- Employ effective strategies in the management and documentation of information and projects, as well as time and production management.
- Launch a creative career by employing the entrepreneurial skills, tools, and design thinking principles to succeed and thrive in a changing contemporary landscape.
- Work within an environment that meets health and safety requirements, to mitigate hazards and risk to self and others.

Career Possibilities

With an entrepreneurial focus, this program prepares students to establish their own small business, be employed or continue in the Advanced Studio Practice Program at NBCCD or at other leading institutions in

Canada and beyond.

Professional opportunities upon graduation include:

- Contemporary Studio Potter
- Ceramic Designer
- Artisan, Craftsperson or Other Visual Artist
- Entrepreneur/Business Owner

Admission Requirements

For admission requirements, please visit nbccd.ca/admissions.

Certification

Upon successful completion of the prescribed curriculum, the student will receive a diploma in Fine Craft: Ceramics.

Modifications to Academic Programs

NBCCD may modify, adapt, or adjust the curriculum requirements, teaching methods, or learning outcomes when necessary to keep the program effective and relevant. Every student accepted for enrolment at NBCCD is deemed to have agreed to any such changes whether made before or after acceptance. NBCCD reserves the right to require enrolled students to meet the revised requirements.

Articulations

The Fine Craft: Ceramics program has developed articulation arrangements with other institutions as follows:

- Institution: University of New Brunswick (Fredericton)
- Articulation Period: 1998-05-14 - Undetermined
- Information: The Bachelor of Applied Arts (BAA) is an articulated agreement with the University of New Brunswick. For admission requirements, refer to www.unb.ca.
- Institution: NSCAD University (Halifax, NS)
- Articulation period: 2024-05-17 to 2029-05-17
- Information: Students who complete the Foundation Visual Arts Certificate and one of the following diploma programs at NBCCD - Graphic Design, Ceramics, Jewellery/Metal Arts, Fashion Design, Photography/Videography, Textile Design, or Wabanaki Visual Arts - may apply for advanced standing into the Bachelor of Fine Arts, Bachelor of Design, or Bachelor of Arts. Eligible students may receive transfer credit for up to 50% depending on courses completed. Other conditions apply including a portfolio submission and a minimum GPA. For admission requirements, refer to nscad.ca.

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 2025 21 CREDITS	CERA 2908 Throwing and Firing I 12 CREDITS		CERA 2919 Ceramic Materials 3 CREDITS	CERA 2020 Surface Design 3 CREDITS	ENTR 2011 Visual Documentation 3 CREDITS	
WINTER 2026 24 CREDITS	CERA 2911 Throwing and Firing II 6 CREDITS	CERA 2914 Production Studio 6 CREDITS	CERA 2913 Ceramic Science 6 CREDITS		HIST 2921 Ceramic History and Materials Exploration 3 CREDITS	ENTR 2012 Business Practices and Marketing 3 CREDITS

FALL 2026 21 CREDITS	CERA 3909 Production: Developing a Line 6 CREDITS	CERA 3915 Production: Teapots and Altered Vessels 6 CREDITS	CERA 3916 Alternative Firing Methods 6 CREDITS		ENTR 3000 Sales and Opportunities 3 CREDITS	
WINTER 2027 21 CREDITS	CERA 3905 Refining a Signature Line 6 CREDITS	CERA 3912 Designing Large Ceramic Forms 6 CREDITS	CERA 3914 Surface Decoration: Advanced Applications 3 CREDITS	Complementary Course (Choose one) 3 CREDITS	ENTR 3001 Creative Entrepreneurship 3 CREDITS	

Total Diploma Credits: 87

Fall 1

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
CERA 2908	Throwing and Firing I	12	215	360	None
CERA 2919	Ceramic Materials	3	45	90	CERA 2908
CERA 2020	Surface Design	3	45	90	None
ENTR 2011	Visual Documentation	3	45	90	None

Total of credits: 21.00

Winter 1

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
CERA 2911	Throwing and Firing II	6	90	180	CERA 2908
CERA 2914	Production Studio	6	90	180	CERA 2911
CERA 2913	Ceramic Science	6	90	180	CERA 2919
HIST 2921	Ceramic History and Materials Exploration	3	45	90	None
ENTR 2012	Business Practices and Marketing	3	45	90	ENTR 2011 or DIGD 2005 or FADN 2901

Total of credits: 24.00

Fall 2

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
CERA 3909	Production: Developing a Line	6	90	180	CERA 2914 ENTR 3000
CERA 3915	Production: Teapots and Altered Vessels	6	90	180	CERA 2914
CERA 3916	Alternative Firing Methods	6	90	180	CERA 2911
ENTR 3000	Sales and Opportunities	3	45	90	ENTR 2012

Total of credits: 21.00

Winter 2

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
CERA 3905	Refining a Signature Line	6	90	180	CERA 3909
CERA 3912	Designing Large Ceramic Forms	6	90	180	CERA 2911
CERA 3914	Surface Decoration: Advanced Applications	3	45	90	CERA 2913
ENTR 3001	Creative Entrepreneurship	3	45	90	ENTR 3000
	Complementary Course (Choose one)	3	45	90	None

Total of credits: 21.00

Total Diploma Credits: 87

Course Code/Title: CERA 2908 Throwing and Firing I

Academic Dean: Anna Mathis

Requisites: None

Nominal/Scheduled Hours: 360/215

Credits: 12

Lecture	Studio	Homework	Independent Study	Practicum
70	145	145	0	0

Course Description

In this course, students learn the characteristics, formulation and mixing of clay bodies, as well as basic throwing and kiln firing. They then produce bowls, cylinders and plates and quickly move to developing larger functional forms, including those with multiple components. Through group critiques, evolving personal analyses and teamwork, students expand their range of ceramic skills involved in studio-production work.

Course Learning Outcomes

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

1. Produce technically sound utilitarian ceramic forms that are thrown and trimmed on the electric wheel.
2. Utilize a range of equipment and machinery to mix clay bodies and glazes.
3. Exhibit effective studio resource management and personal time management strategies.
4. Actively engage in interactive group critiques analyzing their work and the work of others, in aesthetic, technical and economic terms.
5. Competently and independently fire electric bisque and glaze kilns.

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: CERA 2919 Ceramic Materials

Academic Dean: Anna Mathis

Requisites: CERA 2908

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students learn the properties of clay, slips, engobes, oxides and glazes. They explore each material through practical exercises in terms of the final outcome of their work. They engage in basic testing methodology and adhere to the stringent safety guidelines used in the field. Through demonstration, practice and personal projects, students develop solid record-keeping procedures and begin developing interesting ceramic surfaces.

Course Learning Outcomes

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

1. Critically analyze and compare the characteristics of various ceramic materials.
2. Display a systematic work process through documenting and organizing clay/glaze tests and developing an effective method to record results.
3. Develop an expanded understanding of clay, glaze, underglaze, and slip decoration with respect to ceramic surfaces.
4. Maintain a safe working environment specific to ceramic materials and processes.

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: CERA 2020 Surface Design

Academic Dean: Anna Mathis

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

In this course, students are introduced to ceramic decoration techniques such as relief, sgraffito, slipwork, transfer printing, stains and underglazes that transform images and ideas onto ceramic tiles. Through the various stages of the process, they produce tiles and murals using historical motifs from around the world and their own personal imagery.

Course Learning Outcomes

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

1. Produce consistent flat hand-made tiles using appropriate methods.
2. Compare the differences between two clay bodies and the effects these differences make on decorating techniques.
3. Utilize a wide range of decorative techniques and imagery.
4. Maintain a safe working environment specific to ceramic materials and processes.
5. Develop a work process that reflects effective resource management (e.g. time, workload, information and other resources).
6. Critically analyze a variety of applications and situations in order to solve problems related to the creation of projects.

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 2011 Visual Documentation

Academic Dean: Anna Mathis

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 will learn to document their art, craft, design and creative processes for their portfolio and marketing purposes. Students will learn and apply the theory and concepts needed to digitally capture their creative work using various tools and technology including scanners, digital cameras, photographs and video. Working in a collaborative environment, students will develop and apply their communication skills to work effectively with each other and provide constructive feedback during class sessions. Students will design and create a portfolio of work and prepare it for applications such as scholarships, employment and residencies that will happen in later courses. Students will learn to communicate their visual design needs so that they can work with professionals to assist with their marketing requirements for business.

Course Learning Outcomes

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

1. Apply camera and digital imaging theory and technology to the documentation of their artwork and creative processes.
2. Develop an understanding about how lighting is used in portfolio imagery.
3. Employ storytelling techniques with pictures and videos
4. Design ways to share their creative processes as a form of marketing.
5. Develop self-assessment strategies to analyze challenges, identify strengths and areas for growth in various course assignments, to support resiliency development.
6. Communicate visual ideas in the form of presentations, written and verbal critiques and self-evaluation of imagery.
7. Collaborate with others and apply career readiness skills such as problem solving, critical thinking, and teamwork to visual design challenges.

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: CERA 2911 Throwing and Firing II

Academic Dean: Anna Mathis

Requisites: CERA 2908

Nominal/Scheduled Hours: 180/90

Credits: 6

Lecture	Studio	Homework	Independent Study	Practicum
35	55	90	0	0

Course Description

In this course, students expand their technical abilities by making complex and multi-part forms. They further develop their awareness of design, form and surface treatment. Their personal style evolves as new firing and clay possibilities are experienced. Group critiques, personal evaluations and research lead to a higher degree of independence.

Course Learning Outcomes

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

1. Build a range of complex ceramic forms (lidded vessels, joined forms, sets and altered forms) using thrown and non-thrown elements.
2. Apply research regarding the technical and aesthetic properties of historical and contemporary functional ceramics to their production.
3. Perceive the complex interrelationships between glaze materials and firing processes in relation to form, surfaces and function.
4. Develop a work process that reflects effective resource management for constructing and organizing their work (e.g. time, workload, information and other resources) in a safe studio environment.
5. Explore the effects of different clay bodies and glazes in relation to ceramic form and function.
6. Work in a collaborative team environment to fire and control gas kilns, using different approaches.

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: CERA 2914 Production Studio

Academic Dean: Anna Mathis

Corequisites: CERA 2911

Nominal/Scheduled Hours: 180/90

Credits: 6

Lecture	Studio	Homework	Independent Study	Practicum
35	55	90	0	0

Course Description

In this course, students focus on repetitive throwing skills to help establish efficient and organized work processes. Through a series of assignments, they replicate vessels with attention to form, weight and quality of finish. Throughout the course, students use analytical design skills in the evolution of a personal style.

Course Learning Outcomes

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

1. Apply production standards and practice towards the creation of functional ceramics appropriate to the economic restraints of the marketplace.
2. Utilize an analytical approach to the development of production ceramics by keeping accurate process records.
3. Exhibit a critical awareness of the relevance of materials, proportions, forms, measurements, surface details and finish in the development of a personal style.
4. Begin to develop a glazing aesthetic that is congruent with production.
5. Develop a work process that reflects effective studio management covering workload, timelines, the safe use of resources, as well as personal and professional growth.

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: CERA 2913 Ceramic Science

Academic Dean: Anna Mathis

Requisites: CERA 2919

Nominal/Scheduled Hours: 180/90

Credits: 6

Lecture	Studio	Homework	Independent Study	Practicum
45	45	90	0	0

Course Description

In this course, students gain control of ceramic processes by scientifically exploring the characteristics of clay and glaze materials. Using testing and record-keeping methodologies, they learn to identify technical problems and eliminate them through testing and experimentation of the theory covered. Students study the science behind combustion, kiln operation and firing cycles. In addition, they examine studio set-up issues and various equipment choices.

Course Learning Outcomes

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

1. Identify the characteristics of common colouring oxides and the effects of different fluxes on glaze colour and texture.
2. Adapt glazes to suit firing ranges appropriate to specific needs or to rectify common glaze flaws.
3. Test glazes and decorating materials to achieve specific colour and textural results based on personal aesthetic.
4. Develop a practical understanding of electric and gas kilns using different approaches, in order to develop an understanding of how these affect glaze outcomes.
5. Utilize the appropriate processes, studio equipment and materials required to safely create the intended result.

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: HIST 2921 Ceramic History and Materials Exploration

Academic Dean: Anna Mathis

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 explore the potential for developing personal work while using the rich backdrop of ceramic history as inspiration. Through a series of videos and slide lectures, students examine the place of ceramics in the cultural history of humanity. They are encouraged to make connections between the fine arts, other craft disciplines and their own work in clay and to realize these connections in guided practical projects. Students accumulate an image bank drawn from historical and contemporary art and craft images in all media.

Course Learning Outcomes

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

1. Compare ceramic practices from prehistory to the present, considering technical, religious, ethical, philosophical, and aesthetic aspects.
2. Identify the influences of each important period for contemporary practice, technique, and materials.
3. Produce an inventory of ideas, notes, images, and techniques which relate to a personal quest for an individual style.
4. Begin exhibiting a variety of decorative techniques and forms evolving from their historical research.
5. Analyze historical images and movements for developing personalized work in a studio environment.

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 2012 Business Practices and Marketing

Academic Dean: Anna Mathis

Requisites: ENTR 2011 or DIGD 2005 or FADN 2901

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
35	10	45	0	0

Course Description

This course is designed to provide creative entrepreneurs with an understanding of fundamental business vocabulary and processes, emphasizing how these concepts overlap and complement design vocabulary and processes. Students will learn how to market and promote their products and services online effectively. Students will learn how design thinking skills can be used to identify and execute business opportunities, and how to employ the key principles of marketing to develop strategies to create brand awareness, engage with customers, and increase sales and opportunities. The course will also focus on using various digital marketing tools and techniques to create online presence, drive traffic, and generate leads. Students will learn essential business concepts through a combination of theoretical and practical learning, with an emphasis on hands-on projects, case studies, and group discussions.

Course Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Identify and interpret essential business terminology, and understand how fundamental business principles intersect, correlate and elevate design principles.
2. Develop a marketing plan for their creative business that aligns with their brand values and objectives.
3. Experiment with early designs in branding and communications elements and build brand identity through compelling storytelling.
4. Apply design thinking techniques to create a robust online presence across different digital platforms such as social media, websites, and email marketing, and utilize resources effectively.
5. Conduct a SWOT analysis and a competitive analysis of their creative business.
6. Work with peers collaboratively in a team setting and apply career readiness skills such as problem solving, critical thinking, and teamwork to marketing challenges.
7. Support the expansion of their resiliency capacity through self-assessments, and conceptualize how a growth versus fixed mindset influences creative entrepreneurial activities.

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: CERA 3909 Production: Developing a Line

Academic Dean: Anna Mathis

Requisites: CERA 2914, ENTR 3000

Nominal/Scheduled Hours: 180/90

Credits: 6

Lecture	Studio	Homework	Independent Study	Practicum
35	55	90	0	0

Course Description

In this course, students produce a coherent body of functional production work compatible with the retail marketplace. They research related ceramic processes and begin to actualize a unique personal voice. Through extensive critiques and discussions on production issues and pricing, students will be ready to engage in the retail and wholesale marketplace with their work. This course runs concurrently and cooperatively with ENTR 3000 Sales and Opportunities.

Course Learning Outcomes

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

1. Achieve a standard of design and craftsmanship suitable for production and the retail market.
2. Identify, design and produce viable production ceramic work for the retail market that sustains aesthetic integrity.
3. Analyze pricing, display and marketing opportunities.
4. Alter process and product to meet retail demands while retaining their artistic and aesthetic ideals.
5. Utilize stylistic form and surface characteristics that constitute original personal expression through experimentation in ceramic decoration.
6. Perform construction, decorating, glazing and firing processes.

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: CERA 3915 Production: Teapots and Altered Vessels

Academic Dean: Anna Mathis

Requisites: CERA 2914

Nominal/Scheduled Hours: 180/90

Credits: 6

Lecture	Studio	Homework	Independent Study	Practicum
35	55	90	0	0

Course Description

In this course, students learn a structured and organized approach to the joining of multi-part forms by designing and making teapots, with reference to historical precedent and functionality. They develop their technical skills while paying attention to form, surface and aesthetics. Students also investigate various techniques to alter the surfaces and bodies of thrown forms.

Course Learning Outcomes

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

1. Develop the organizational skills necessary to make complex forms, while addressing inherent technical issues such as kiln schedules and record keeping.
2. Identify the aesthetic, technical and design issues implicit to the construction of complex ceramic forms.
3. Display originality and artistic growth through experimentation and an increased sensitivity to materials.
4. Exhibit a significant advancement in the production of complex forms that are complemented by appropriate surface treatments.
5. Perform construction, decorating, glazing and firing processes that result in a consumer-ready product.

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: CERA 3916 Alternative Firing Methods

Academic Dean: Anna Mathis

Requisites: CERA 2911

Nominal/Scheduled Hours: 180/90

Credits: 6

Lecture	Studio	Homework	Independent Study	Practicum
15	75	90	0	0

Course Description

In this course, students explore traditional and contemporary firing processes, experimenting with thrown vessels and utilizing appropriate clay bodies. They are introduced to the ancient firing technique of raku and a variety of other contemporary and historical alternative firing techniques, such as: naked raku, horsehair, and saggar firing, learning the range of possible outcomes with functional and sculptural vessels.

Course Learning Outcomes

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

1. Test raku and other clay bodies over a wide range of firing and post-firing activities.
2. Analyze the technical and aesthetic qualities of their work through group and individual critiques.
3. Experiment with a variety of finishing techniques appropriate to the work designed and constructed.
4. Develop a rigorous analytical process in defining firing and post-firing outcomes.
5. Create cooperative working environments, to ensure controllable outcomes and a safe working environment.
6. Adopt an open-minded approach to the design of the vessel, informed by the materials, technology and processes explored in the course.

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 3000 Sales and Opportunities

Academic Dean: Anna Mathis

Requisites: ENTR 2012

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
35	10	45	0	0

Course Description

In this course, students will learn the skills necessary to identify and create opportunities in their field of interest. Students will learn to recognize and implement various revenue streams to maximize their creative potential. Students will learn how design thinking skills can be used to identify, execute, and evaluate business opportunities. The course will focus on professional applications, opportunity identification, job creation, goal setting, and contract management. Students will also analyze the benefits and drawbacks of risk-taking in creative entrepreneurship and develop a framework for creative problem-solving and building resiliency. Through experiential sales and collaboration, students will organize and create a professional retail sales experience, as well as build brand recognition by expanding their online presence.

Course Learning Outcomes

Upon completion of this course, students will be able to:

1. Identify and evaluate potential business opportunities in the creative industry, and adapt various revenue streams to maximize creative potential.
2. Build a professional application for an opportunity in their field, including a cover letter, CV, images, image list and all other required documentation for an opportunity in the creative sector of your choice.
3. Recognize the benefits and drawbacks of risk-taking in creative entrepreneurship and analyze the different types of risk involved in creative business ventures.
4. Construct a professional retail sales environment by collaboratively planning, managing, and developing pricing, inventory, merchandising, marketing, as well as the setup and operation of a public retail sale.
5. Use a design-thinking approach to test a production line and conduct market research to analyze results.
6. Build brand recognition by expanding their online presence through social media strategies and search engine optimization.
7. Consistently utilize self-assessment strategies to analyze challenges, identify strengths and areas for growth in various course assignments, to support resiliency 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: CERA 3905 Refining a Signature Line

Academic Dean: Anna Mathis

Requisites: CERA 3909

Nominal/Scheduled Hours: 180/90

Credits: 6

Lecture	Studio	Homework	Independent Study	Practicum
20	70	90	0	0

Course Description

In this course, students will redesign or refine and produce a cohesive body of work that demonstrates a unique voice, sense of form, and decoration. They carry out projects that include new techniques, materials and processes or previous ones that they wish to explore and perfect. Regular faculty-student meetings monitor self-initiated progress, time management, organization and direction. In addition, structured assignments, discussions and critiques augment their development.

Course Learning Outcomes

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

1. Utilize stylistic form and surface characteristics to define a personal identity in their work, creating original work to a professional level in the field of ceramics.
2. Experiment with ceramic materials in pursuit of personal growth.
3. Work effectively and independently through developing and defining realistic objectives within particular time constraints.
4. Produce a concise written proposal and final report that objectively analyzes the outcomes.
5. Explore post-graduation possibilities through studio set up, residency, and grant applications.

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: CERA 3912 Designing Large Ceramic Forms

Academic Dean: Anna Mathis

Requisites: CERA 2911

Nominal/Scheduled Hours: 180/90

Credits: 6

Lecture	Studio	Homework	Independent Study	Practicum
20	70	90	0	0

Course Description

In this course, students challenge their throwing skills, using a variety of techniques in order to produce large ceramic forms. The course emphasizes increasing throwing ability, while raising aesthetic awareness, the refinement of form and the development of originality through critique and research.

Course Learning Outcomes

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

1. Throw large-scale forms using a variety of methods of addition.
2. Critique large ceramic forms with an advanced degree of aesthetic awareness.
3. Know glazing techniques for large ceramic forms.
4. Define appropriate firing requirements for individual large ceramic pieces.
5. Develop marketing approaches for large ceramic 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: CERA 3914 Surface Decoration: Advanced Applications

Academic Dean: Anna Mathis

Requisites: CERA 2913

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
30	15	45	0	0

Course Description

In this course, students explore processing locally harvested raw natural materials into ceramic grade materials. Advanced ceramic science theory is utilised for further understanding by a series of material tests. Students create and use their own glaze through using both local materials harvested and processed in the studio, as well as standard purchased materials. Students perform a series of material blending experiments such as triaxial blends, line blends, and quadrahedral blends.

Course Learning Outcomes

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

1. Apply processing methods to create glaze materials.
2. Choose certain earth materials to conduct extensive testing and formulate a working glaze.
3. Demonstrate an understanding of earth materials as glaze materials.
4. Formulate and problem-solve the glaze making process.
5. Utilize layers of techniques in your ceramic processes.
6. Determine a cohesive relationship between glaze surface and ceramic form.

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 3001 Creative Entrepreneurship

Academic Dean: Anna Mathis

Requisites: ENTR 3000

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

Course Description

This course is designed to provide students with the foundational knowledge and skills needed to start and grow a successful creative business. Students will learn about various business structures, financial projections, financing options, and risk management strategies. They will explore Social Enterprises and consider their business in relation to being a global citizen. They will also have the opportunity to develop and present a viable creative business plan, including an executive summary, business model canvas, financial projections, and risk management strategies. In addition, students will reflect on their personal risk tolerance levels and develop strategies to manage and overcome fear, uncertainty, and doubt in creative business ventures. Through peer presentations, critiques, and class discussions, students will develop effective communication and collaboration skills in an inclusive environment.

Course Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Create and manage a successful display of their work at a regional wholesale tradeshow, including identifying target markets and creating marketing strategies.
2. Reflect on the wholesale and retail opportunities and evaluate personal risk tolerance levels, adapting personal strategies to effectively manage fear, uncertainty, and doubt in creative business ventures.
3. Evaluate different business structures and choose the most appropriate one for their creative business.
4. Develop a business plan including accurate and realistic financial projections for their creative business, analyzing factors such as sales revenue, expenses, and financing.
5. Engage in the evaluation of peer presentations, and provide constructive feedback, incorporating insights from the course content and class discussions.
6. Commit to the development of resiliency by utilizing self-assessment as a reflective tool to adapt and persevere in the dynamic landscape of creative entrepreneurship.
7. Exemplify effective communication and collaboration skills, including active listening, constructive feedback, and solution-seeking in a diverse and dynamic learning community.

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%.