

FINE CRAFT:  
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2023-2025





# CURRICULUM STANDARD

FINE CRAFT: CERAMICS

**2023-2025**

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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:

Jared Peters, Academic Dean  
 New Brunswick College of Craft and Design  
 457 Queen Street  
 PO Box 6000  
 Fredericton New Brunswick  
 E3B 5H1

jared.peters@gnb.ca

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## Program Description

Ceramics is a two-year, four-semester program that focuses on building skills, gaining technical knowledge, and professionalism. Students begin the program learning how to throw on the pottery wheel and about the wide range of materials that are used in ceramics. The study of historical and contemporary examples of ceramics guides their development.

Students learn about clay materials through mixing different clay bodies and processing wild clays; about glazes and glaze materials by formulating, mixing, and testing their own chosen glazes; about finishing their work by firing it in electric and gas kilns, and about 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 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.
- 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

An official Transcript of Marks indicating one of the following:

- Certificate in Foundation Visual Arts (FVA) from NBCCD (Good Standing)
- One year of post-secondary education
- Equivalent experience will be considered

AND

- A portfolio submission

Review of the above may lead to a personal interview

## Certification

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

## 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](http://www.unb.ca).

NBCCD acknowledges that we live, work and create on the unsundered and uncaded 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 2023 21 CREDITS	CERA 2908 Throwing and Firing 12 CREDITS		CERA 2918 Ceramic Materials 6 CREDITS	General Elective (Choose one) 3 CREDITS	
WINTER 2024 24 CREDITS	CERA 2911 Throwing Complex Forms 6 CREDITS	CERA 2914 Production Studio 6 CREDITS	CERA 2913 Ceramic Science 6 CREDITS	HIST 2921 Ceramic History and Materials Exploration 3 CREDITS	ENTR 2001 The Business of Craft: Practices and Opportunities 3 CREDITS

FALL 2024 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 3920 The Business of Craft: Marketing and Sales 3 CREDITS
WINTER 2025 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	General Elective (Choose one) 3 CREDITS	ENTR 3921 Marketing and Online Promotion: Craft 3 CREDITS

Total Diploma Credits: 87

## Fall 1

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
CERA 2908	Throwing and Firing	12	215	360	None
CERA 2918	Ceramic Materials	6	90	180	CERA 2908
	General Elective (Choose one)	3	45	90	None

Total of credits: 21.00

## Winter 1

Code	Title	Credits	Scheduled Hours	Nominal Hours	Requisites
CERA 2911	Throwing Complex Forms	6	90	180	CERA 2908
CERA 2914	Production Studio	6	90	180	CERA 2911
CERA 2913	Ceramic Science	6	90	180	CERA 2918
HIST 2921	Ceramic History and Materials Exploration	3	45	90	None
ENTR 2001	The Business of Craft: Practices and Opportunities	3	45	90	None

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
CERA 3915	Production: Teapots and Altered Vessels	6	90	180	CERA 2914
CERA 3916	Alternative Firing Methods	6	90	180	CERA 2911
ENTR 3920	The Business of Craft: Marketing and Sales	3	45	90	ENTR 2001

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 3921	Marketing and Online Promotion: Craft	3	45	90	ENTR 3920
	General Elective (Choose one)	3	45	90	None

Total of credits: 21.00

Total Diploma Credits: 87

Course Code/Title: CERA 2908 Throwing and Firing

Academic Dean: Jared Peters

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. Modify clay vessels by expanding throwing skills to include altered, additive and non-thrown elements.
5. Actively engage in interactive group critiques analyzing their work and the work of others, in aesthetic, technical and economic terms.
6. 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 2918 Ceramic Materials

Academic Dean: Jared Peters

Requisites: None

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 the properties of clay, slips, engobes, oxides and glazes by exploring decorative motif development. 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. Explore traditional and contemporary methods of ceramic surface decoration.
3. Display a systematic work process through documenting and organizing clay/glaze tests and developing an effective method to record results.
4. Develop an expanded understanding of glaze, underglaze and slip decoration with respect to ceramic surfaces.
5. 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 2911 Throwing Complex Forms

Academic Dean: Jared Peters

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 focusing on the relationship between complex technical skills such as design, form, decoration and attachments. In addition, they begin to develop personal imagery and an individual aesthetic with an awareness of both the limitations and potentials of a number of ceramic processes. Group critiques, personal evaluations and written analyses lead toward 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 wide range of complex ceramic forms including altered, carved and constructed forms with 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: Jared Peters

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 both individual clients and the marketplace in general.
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: Jared Peters

Requisites: CERA 2918

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 exploring the characteristics of glaze materials. Using testing and record-keeping methodologies, they learn to identify technical problems and eliminate them through experimentation of the glaze theory covered. Students formulate original glazes and study the science behind combustion, kiln operation and firing cycles. In addition, they examine studio setup 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 and design glazes to suit firing ranges appropriate to specific needs or to rectify common glaze flaws.
3. Test specialized glazes and decorating materials to develop complex blends that 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 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: 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 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 2001 The Business of Craft: Practices and Opportunities

Academic Dean: Jared Peters

Requisites: None

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
35	10	45	0	0

## Course Description

In this course, students begin to establish their entrepreneurial spirit. They review various business models and are introduced to the elements of a business plan. Students learn essential concepts and principles of business including: cash flow, pricing, profit, overhead costs, HST and simple bookkeeping. In addition, students initiate a professional online presence.

## Course Learning Outcomes

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

1. Evaluate the pros and cons of a variety of business models.
2. Utilize simple bookkeeping processes to monitor cash flow.
3. Choose appropriate business tools in determining wholesale, retail and consignment pricing and studio specific overhead costs.
4. Develop a basic business plan.
5. Create a personal online presence.

## 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: Jared Peters

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 produce a coherent body of functional production work compatible with the retail marketplace. They research related ceramic processes and begin to develop a unique personal voice. Through extensive critiques and discussions on production issues and pricing, students engage in a practical, real-life retail experience.

## 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 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.
7. Participate with their peers in a craft sale, contributing their own completed production line.

## 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: Jared Peters

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 design complex vessels with reference to, but not limited by, functionality. They develop a high level of skill while paying close attention to form, surface and aesthetics. Students also learn a structured and organized approach to the joining of multi-part forms involving thrown, extruded and hand-built elements.

## 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: Jared Peters

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, salt, 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%.

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Course Code/Title: ENTR 3920 The Business of Craft: Marketing and Sales

Academic Dean: Jared Peters

Requisites: ENTR 2001

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
35	10	45	0	0

## Course Description

In this course, students learn the skills to market and distribute their work to a wholesale, retail and consignment marketplace. They enhance their professional presentation skills in portfolio documentation and marketing materials. Business tools are reinforced, such as basic bookkeeping, cash flow, pricing, overhead, tracking consignments, creating estimates and invoicing. In addition, students prepare for retail and wholesale marketing opportunities and maintain an online presence.

## Course Learning Outcomes

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

1. Choose appropriate business tools in determining wholesale, retail and consignment pricing and studio specific overhead costs.
2. Maintaining basic bookkeeping practices to monitor cash flow.
3. Develop associated marketing materials.
4. Create a well-designed display of personal work for a wholesale and retail marketplace.
5. Maintain a professional online presence.

## 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: Jared Peters

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. You carry out projects that include new techniques, materials and processes or previous ones that you 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 your 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: Jared Peters

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 practice their throwing skills, using a variety of techniques in order to produce large ceramic forms. The course emphasizes an 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%.

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Course Code/Title: CERA 3914 Surface Decoration: Advanced Applications

Academic Dean: Jared Peters

Requisites: CERA 2913

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	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 elaborated and experienced for further understanding by a series of glaze tests. Students create and use their own glaze through using local materials harvested and processed in the studio and a series of glaze testing 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. Experiment with third firing techniques.
6. Utilize layers of techniques in your ceramic processes.
7. 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 3921 Marketing and Online Promotion: Craft

Academic Dean: Jared Peters

Requisites: ENTR 3920

Nominal/Scheduled Hours: 90/45

Credits: 3

Lecture	Studio	Homework	Independent Study	Practicum
20	25	45	0	0

## Course Description

In this course, students augment their professional online presence. They expand their nexus on several social media platforms that includes digital images of their work, biographical information, an artist statement, a blog, a retail shop and a video profile. In so doing, students establish a self-directed branding of their work. In addition, they attend a regional marketing opportunity and learn the steps to apply for a scholarship for a real-world activity in an area pertinent to their field of study.

## Course Learning Outcomes

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

1. Incorporate personal artwork with descriptive writing in an online platform that informs an audience.
2. Organize thoughts into clear, concise and comprehensive professional documents.
3. Archive information related to professional practice.
4. Collaborate in a regional marketing opportunity with professionalism and mutual respect.
5. Communicate clearly to disseminate personal observations about art and others at every level through practice and presentation.

## 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%.