

COURSES

PROFESSIONAL CRAFTS

PCR-112 20TH-CENTURY Crafts

Lec 2 Lab 0 Clinic 0 Credit 2

This course surveys the origins and influences of American craft from the late 19th century to the present. Emphasis is placed on the relationship between period stylistic trends in craft, the arts, and architecture and larger societal influences. Upon completion, students should be able to demonstrate an understanding of design movements and social events of the 20th century and their influence on American craft.

Co-Requisites: None

Pre-Requisites: None

PCR-210 Studio Craft Photo

Lec 1 Lab 3 Clinic 0 Credit 2

This course introduces the concepts and processes of 35mm studio photography for the professional crafter. Topics include the 35mm camera and related equipment, basic studio lighting theory, simple to advanced lighting techniques, composition, print and slide evaluation, and marketing applications. Upon completion, students should be able to demonstrate knowledge of the 35mm camera and related equipment, studio lighting, and composition and complete an entry-level portfolio.

Co-Requisites: None

Pre-Requisites: None

PCR-212 Craft Marketing

Lec 2 Lab 0 Clinic 0 Credit 2

This course introduces marketing and business planning as applied to hand crafts and development of a written marketing plan. Emphasis is placed on self-evaluation, goal setting, development of a business idea, presentation skills, professional image, and organizing and writing a marketing plan. Upon completion, students should be able to demonstrate realistic craft marketing goals, individual presentation skills, and professional image and organize, write, and present a marketing plan.

Co-Requisites: None

Pre-Requisites: None

PCR-213 Craft Enterprise

Lec 2 Lab 0 Clinic 0 Credit 2

This course covers financial information and small business skills needed to develop a written business plan combining a craft marketing plan and studio planning. Topics include business plan analysis, break-even point, cash flow, filing systems, operations, policies, manual and computerized bookkeeping, writing, and presentational skills. Upon completion, students should be able to write a craft business plan, project a cash flow statement, explain break-even point, and establish filing and record systems.

Co-Requisites: None

Pre-Requisites: PCR-212