Mission Statement:
Our mission is to serve as a leading center of Christian thought and action providing an excellent education from a biblical perspective and global context in pivotal professions to equip Christian leaders to change the world.

COURSE SYLLABUS

SCHOOL OF COMMUNICATION & THE ARTS
DEPARTMENT OF CINEMA-TELEVISION

ANIM 420 ENTREPRENEURSHIP FOR THE INDEPENDENT ARTIST
SPRING 2011
LOCATION: COM 155
Time: MONDAYS 1:30-4:30 pm

Instructor: David March
Phone: 757-352-4305
Fax: 757-352-4275
E-mail: wmarch@regent.edu
Office Hours: TBD
Office Location: COM 257

NOTE: This syllabus is made available before the term to allow students to get a glimpse of what the course is about, but it is likely to be updated and revised (we hope “improved”) by start of classes. It is NOT a contract. The instructor at all times has the authority to introduce new materials, pop quizzes, and other additions or alterations to the syllabus. For all that, this document is pretty close to a final form. All students are required to read and have a thorough understanding of the syllabus. Any questions or concerns need to be addressed to the instructor. Your dated signature below indicates that you have read and understand the elements of this syllabus.

I affirm that I have read through this syllabus and understand the requirements for the course as outlined therein.

Student signature______________________________________________date:____________

Printed Name _________________________________________________
Course Description
Business theory and practice for the growing number of artists and animators who choose a self-employment approach to their career field. Covers business license setup and basic tax record-keeping, networking, supporting arts resources and publications, marketing, working with contractors, brokering, time management, business etiquette, finding and following up on job leads, bidding and contracts as they specifically relate to the unique challenges of the animation and art world, as well as ethical implications for independent Christian artists.

Rationale/Course Overview
Four decades I’ve worked in an industry that includes international conglomerates, sprawling software and arcade game companies and advertising agencies of all sizes, compact mid-sized film and video studios, media departments of major manufacturers, tiny development teams, and migrating herds of individual freelance creative and technical geniuses. In this diverse group, many people are intuitively able to organize their own creative tasks enough to “make a profit” on freelance projects. But the increasing complexification of municipal, state, and federal tax regulations and the constant flux of the banking industry all combine to thwart anticipation of many business and financial rules and requirements.

A few rare artists are able to find great satisfaction working at the margins of society and the economy, just as there are always people who can live happily in the wilderness after learning self-sufficiency skills. Living off the land, eating squirrel pot pies, garden turnips and wild-gathered nuts and berries, knitting nightshirts from wool shorn from your own sheep, and sharpening your ax on a foot-powered grindstone --- those are not for the faint of heart. Besides, it takes a fair technical sophistication to work out a solar or hydroelectric charging system for a bunch of 12-volt car batteries to run your laptop and satellite dish web-link!

There is no intrinsic conflict between art and commerce. Any artist who wishes to sell paintings is assuming that there’s a “market” for those paintings (…or sculpture, photographs, jewelry, etc.) So, the readiness to take money for one’s art IS business. The only question is whether the business will be run well or poorly. Thankfully, with the continuing maturation of the Internet, social networking systems, hardware and applications, the potential for effectively reaching people who will pay you for your designs and services is tremendous.

To use your creative and design skills to pay your bills, you need to learn a few basic concepts of orderly business procedure, contracts, labor relations, sales and income tax, and accounting. You don’t have to have an MBA to start your own business. You do need to appreciate that other people with specialized skills and training can help you make sense of your duties and options as you pursue your calling. There are plenty of resources for information needed for starting and running a small business. Over time you will be able to read books, take informal seminars, academic course, and listen to endless stories from old guys like me. Meanwhile, this course is meant to give you a mental framework on which to hang some general concepts and a few specific ones --- a coherent structure into which you can integrate future information as you continue to mature.
Bachelor of Arts in Animation Program Goals:
1. Relevant knowledge of the ways in which Christian principles are evidenced in the practice of their art.
2. Ability to conceptualize the way meaning is structured and perceived in animation.
3. Understanding of the techniques and practices of animation production including conceptualization, modeling & construction, texturing, animation, digital cinematography, and post-production and the use of relevant tools for each of these stages.
4. Proficiency in the production of animation.

Bachelor of Arts in Animation Program Learning Outcomes:
Students will demonstrate:
1. Articulation of their Christian Worldview both written & visual.
2. Understanding of the historical/critical role of animation in our society and globally.
3. Understanding of animation story construction & character development both written & visual.
4. Understanding conceptualization as it applies to animation production both written & visual.
5. Proficiency in Photoshop
6. Proficiency in editing and compositing as it relates to animation.
7. Proficiency in traditional drawing skills
8. Proficiency in ToonBoom (2D software)
9. Proficiency in Maya (3D Software)
10. The ability to complete a 2-3 minute festival ready animation project.

ANIM 420 OUTCOMES
Upon completion of this course, students should be able to:

1. Identify a type of independent creative or design business that is suited to their calling, talents, and temperaments
   • Assessment: In class, students will present their business concepts which will be evaluated based on preparation and viability of work done.
2. Gather and evaluate information on various aspects of the development of an independent business, including: customer analysis, feasibility, business model improvements, pricing, manufacturing, brokering, marketing, distribution, and funding
   • Assessment: In class, students will present their business development work each week which will be evaluated based on preparation and quality of work done.
3. Create an informal business plan that sets standards of performance and business development.
   • Assessment: At the end of the course students will compile a completed personal business plan that integrates all of the various areas listed in section 2 above into a cohesive model, complete with three-year revenue forecasting. The final plan will be graded on completeness of thought and viability of the business plan.
4. Protect a business entity by means such as copyright, trademarks, contracts, and insurance
   • Assessment: We will have quizzes based on these issues and general textbook readings.
5. Speak knowledgeably with fellow businesspeople.
   • Assessment: Students will conduct an interview with an entrepreneur in their field of interest which will be graded for completeness of covering assigned questions.
6. Do the basic work of setting up a legal entity and understand appropriate basic procedures for licenses, taxes, hiring employees and accounting
   • Assessment: Students fill out worksheets and tax forms to exhibit their mastery of these topics.
7. Physically express some aspect of their business prototype, such as a sample product, a logo/design package for their business, or a brochure/rate card.
   • Assessment: Final prototypes will be graded on quality and appropriateness to the students' businesses and their clients.

COURSE MATERIALS

Required Textbooks:

Recommended Additional Textbook:

COURSE REQUIREMENTS AND ASSIGNMENTS

EMAILING YOUR INSTRUCTOR
The subject line of all e-mail messages related to this course should include the course number and the name of the student (For example, SUBJECT: ANIM 420, John Smith). Following these directions enables the professor to quickly identify the student and course, facilitating a timely response. Students should always include their first and last name at the end of all e-mail messages.

ATTENDANCE AND OTHER POLICIES
Regent University is required to maintain accurate attendance records by the U.S. Department of Education. Assignment turned in late may result in a 5 percent drop for each day it is late.

A. Reading assignments. Students are expected to have read the materials assigned for each class session. There will be questions and discussion about the readings in class.

B. Quizzes
   Two quizzes will be given throughout the semester based on readings and class discussion.

C. Guest Speaker Assignment
   Students are required to attend all of the official guest speaker sessions during the semester and write a two-paragraph summary and comment paper for each speaker.

D. Business Concept Presentation
   Students will briefly present in class their initial concept for their small business.

E. Business Analysis Presentation
   Students will briefly present in class a more in-depth analysis of the nature of their business, including basic products/services offered, potential clients, size and scope of the business
F. Feasibility Presentation
Students will briefly present in class their feasibility study, including market size and competition.

G. Improvements Presentation
Based on in-class feedback and further study, students will briefly present to the class three ways they have come up with to make their business concept more viable.

H. Entrepreneur Interview
Students will briefly present in class their findings from interviewing a successful entrepreneur in their field.

I. Pricing/Manufacturing Presentation
Students will briefly present in class their pricing/manufacturing and brokering study and plans.

J. Marketing Plan
Students will briefly present in class their business marketing plan.

K. Distribution Plan
Students will briefly present in class their distribution plan, possibly including wholesale and retail partners and fulfillment as applicable to their unique businesses.

L. Funding Plan
Students will briefly present in class their plans for funding the first three years of their businesses and back up why their choices are the best options for their circumstances.

M. Bookkeeping
Students will turn in their bookkeeping worksheets as assigned in class.

N. Taxes
Students will turn in their filled-out city, state and federal tax forms as assigned in class in two installments over two weeks.

Combined Business Plan
Students will turn in to Blackboard their final compiled business plan that will include all of the elements of D (business concept) through L (funding plan) above plus additional elements, tweaks and formatting based on instructor feedback throughout the course.

O. Business Prototype
On the last day of class, students will turn in a physical expression of their business prototype, such as a sample product, a logo/design package for their business, or a brochure/rate card made expressly for this class.

Attendance will largely be graded indirectly through the weekly ongoing presentations. You must be present to provide a timely presentation and keep up with the requirements of the course.

Class participation is required for this course. There will be discussion of readings that require thoughtful and heartfelt responses. Assignments will require constructive criticism from you for fellow students. Everyone has something unique to share in this regard based on your unique strengths. This is a class in which everyone seeks to improve skills through positive reinforcement and encouragement to grow into
an entrepreneurial mindset. This is not the place for harsh criticism. It's a supportive, safe place for everyone to open up, share their best and learn from one another as a team effort.

**QUizzes**
There will be two quizzes which may be announced or unannounced, based primarily on the class readings. This is purely an incentive for you to read all materials assigned so that you will be prepared for class discussions and will be fully informed when you move your business concept forward.

**Brief Outline of Planned Classes**
Class 01 – Review Syllabus, Self-employment concepts, Begin considering your own business
Class 02 – Present your initial business concept; Discussion, critiques, comment
Class 03 – Continue presentations and discussion
Class 04 – Feasibility Studies, trademark & copyright, Mentors
Class 05 – Improvements & revisions to plans; Approaching mentors; Bids & Contracts
Class 06 - Pricing; Analyzing Manufacturing needs; agents & brokers
Class 07 – Present Pricing & Manufacturing plans; Internet Marketing
Class 08 – Marketing Plans cont.; Contracts, Sales, Billing & Collections, 3-year plans
Class 09 - Presentation & critiquing of Distribution Plans; Types of business; formal registration
Class 10 – Presentation & critiquing of Funding plans; Records; Insurance; Legal servies
Class 11 – Annual Taxes; Deductions; forms & documentation; State Forms
Class 12 - Monthly & Quarterly filings; Subcontractors; Hiring & HR
Class 13 - Discuss what we’ve learned about business plan
Class 14 – Presentation & critiquing of improved plans
Class 15 – Presentation & critiquing of improved plans
Cumulative grading for this 3-credit course will be calculated from these elements:

<table>
<thead>
<tr>
<th>item</th>
<th>comment</th>
<th>total points possible</th>
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</thead>
<tbody>
<tr>
<td>2 pop quizzes</td>
<td>Administered without prior announcement, based on class discussions and assigned readings worth 25 points each</td>
<td>50</td>
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<tr>
<td>Attendance</td>
<td>&quot;Just showing up on time and being there&quot;</td>
<td>150</td>
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<tr>
<td>Participation</td>
<td>Instructor’s assessment of student's contribution to group discussions</td>
<td>150</td>
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<tr>
<td>Homework and Class Assignments</td>
<td>Approximately 15 of each</td>
<td>600</td>
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<tr>
<td>Reviews of Guest Speakers</td>
<td>(total for all)</td>
<td>50</td>
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<td><strong>1000</strong></td>
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</tbody>
</table>

(Divide by 10 to reckon number grade)

If you have more than 2 absences you may at instructor’s discretion lose 5 points from your FINAL GRADE for each additional absence.

If you are more than one half hour late to class more than 2 times you may at instructor’s discretion lose 2 points from your FINAL GRADE for each additional instance.

Assignments turned in late may, at instructor’s discretion’ result in a 5 point drop for that assignment’s grade for each day it is late.
A. Scale

<table>
<thead>
<tr>
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<th>Percentage</th>
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<tr>
<td>A</td>
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<tr>
<td>A-</td>
<td>90-92</td>
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<tr>
<td>B+</td>
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<td>B-</td>
<td>80-82</td>
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<tr>
<td>C+</td>
<td>77-79</td>
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<tr>
<td>C</td>
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<td>D+</td>
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<td>D-</td>
<td>60-62</td>
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<tr>
<td>F</td>
<td>00-59</td>
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</tbody>
</table>

UNIVERSITY ACADEMIC HONOR CODE

Students are on their honor to complete assignments with honesty and integrity. Academic dishonesty involves intentionally or unintentionally stealing the intellectual property of others. Students are expected to be familiar with the university’s policy on academic integrity found in both the University Student Handbook and School of Undergraduate Studies Catalog (http://www.regent.edu/general/catalog/) and to follow it. As an academic and Christian community, Regent University takes seriously the call for integrity and penalizes breaches of academic integrity.

Students should be aware that submitted papers may be checked using Safeassign (Blackboard’s plagiarism detection feature). This feature will determine the percentage of the submitted paper that matches other sources and will generate a report. Scores below 15% include quotes and few common phrases or blocks of text that match other documents, these papers indicate no evidence of the possibility of plagiarism. Scores between 15% and 40% include extensive quoted or paraphrased material or may include plagiarism and will require further review. Scores over 40%
indicate a high probability the text in the paper was copied from other sources and should be reviewed for plagiarism. The professor or instructor will contact the student if plagiarism is a concern.

**DEPARTMENT RESOURCES**

Production Forms, including Production Manual

http://www.regent.edu/acad/schcom/production/forms.htm

Equipment Reservation Form

http://www.regent.edu/acad/schcom/equipment/equipment_reservation_form.htm

**UNIVERSITY POLICIES AND RESOURCES**

Please review the following links for important information on University policies:

- Academic Calendar/Registrar Information
- Bookstore
- Honor/Plagiarism Policy
- Regent Library
- Student Services (includes links to student handbook, disability services, University calendar, University Writing Center, etc.)
- Technical Support – University Helpdesk
- Grading Policies (incompletes, extensions, IPs, etc.)
- Student Course Evaluations - Becoming Christian leaders includes learning how to evaluate others by providing honest evaluations that include positive affirmation and constructive feedback, as appropriate. Consequently, university policy requires that all students submit a formal student evaluation of teaching form at the end of the academic term. This mandatory requirement must be completed before students will be able to access their final course grade. This form is only available in an online format. Prior to the end of the course, students will receive an e-mail indicating that the form is available. Instructions on accessing the evaluation will be included. Since these evaluations are only available for a limited time, students should complete the evaluation as soon as they receive the e-mail notification that the evaluation form is available. Instructors will not have access to course evaluations until after grades have been submitted and will only have access to anonymous summary data. Students are also encouraged at any point during the term to offer comments that may be helpful to the improvement or refinement of the course. Students can
access the online evaluation system at: http://eval.regent.edu/regentsurvey/students.cfm. If you have questions about the online evaluation please contact evaluation@regent.edu.

• Disability Statement – the student is responsible for contacting the assistant director of Student Services at 757.352.4486 to request accommodations, provide necessary documentation, and make arrangement with each instructor. The following website is designed to help our disabled students learn of their rights and responsibilities with regard to disability services. The site also has resources for faculty to become better informed of their responsibilities toward the disabled students in their classes. www.regent.edu/admin/stusrv/student_life/disabilities.cfm

Last Updated: 11/19/2010

At times, due to unforeseen circumstances, course content may be subject to change. Please check with your professor to insure you have the most recently updated Syllabus for this course.

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