

# Money & Creative Professionals

MUSC - 1300 001

## Course Description

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Basic financial information for creative professionals or students interested in freelance work or setting up a studio. This course is useful for artists working in the areas of fine art, the many forms of design, photography, film/video, music, advertising, the performing arts and creative or technical writing.

Semester: Fall & Spring

## Course Student Learning Outcomes

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- Identify and discuss and demonstrate understanding of the financial requirements for freelance work or small studio setup.
- Demonstrate successfully the ability to use formulas to develop hourly rate calculations for creative work.
- Successfully create an entry-level professional project proposal in order to be able to present estimates to clients.
- Successfully estimate taxes and formulate strategies to protect the creative business.

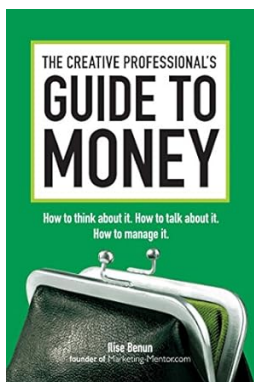
## Engagement Plan

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- I will respond to email within 24 hours on weekdays. Weekend emails should receive a response on Mondays. I will offer feedback on major assignments within two weeks. The best way to contact me is via the Canvas Inbox or directly email to [thomas.baggaley@slcc.edu](mailto:thomas.baggaley@slcc.edu), as that is where my Canvas messages end up anyway.

## Required Text or Materials

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**Title:** The Creative Professional's Guide to Money

**Subtitle:** How to think about it. How to talk about it. how to manage it.

**ISBN:** ISBN-13: 978-1-4403-0243-5, ISBN-10: 1-4403-0243-X

**Authors:** Benun, Ilise

**Publisher:** How Books

**Publication Date:** 2011

For more information on textbook accessibility, contact Accessibility & Disability Services at [ads@slcc.edu](mailto:ads@slcc.edu).

## Additional Materials

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### **Additional Text Resources (These are optional)**

Foote, C.S..The Business Side of Creativity. 1 ed. W.W.Norton and Company, 2006.

Ganin, B.. The Designers Common Sense Business Book. North Light Books, 2005.

Williams,T.S.. The Graphic Designer's Guide to Pricing, Estimating and Budgeting. Allworth Press, 2003.

Krasilovsky, M. William and Sydney Shemel. This Business of Music: The Definitive Guide to the Music Industry, 10th Edition.

Gammon, Helen. The Art of Music Publishing: An Entrepreneurial Guide to Publishing and Copyright for the Music, Film and Media Industries. Focal Press, 2011.

Strasser, Richard. Music Business: The Key Concepts. Routledge, 2010.

## Brief Description of Assignments/Exams

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### **Attendance and Participation**

Participation is more than simply being present in the class. To earn your participation points for each class, you must be both present in the classroom and an active participant in the classroom discussion. Your viewpoint is a needed and valuable part of the success of the class.

### **Weekly Assignments**

There will be an assignment each week that asks you to apply the principles both from the reading and from class discussion to your own career goals and situation. These assignments are designed as scaffolding to help you prepare your career and financial plan that you will present as a final project for the end of class.

### **Quizzes**

There will be weekly online quizzes based on that week's reading. These are open book, but there is a time limit, so you should be familiar enough with the material from the reading to be able to find the answers to the questions prior to starting the quiz.

### **Career and Financial Plan**

Drawing from all of the assignments we have been doing throughout the class, you will create and submit a career plan document. You would be wise to also keep a copy of this document for yourself, reviewing it and adjusting it as necessary every six months as you work to build your career and/or creative business.

## Assignment Schedule

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Due Date	Assignment Name	Assignment Type	Points
	<a href="#">Introduce Yourself</a>	Discussion	0

## Grading Scale

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30% Assignments

20% Career and Financial Plan

25% Attendance and Participation

## 25% Quizzes

100%

93-100% = A 90-92% = A-

87-89% = B+ 83-86% = B 80-82% = B-

77-79% = C+ 73-76% = C 70-72% = C-

67-69% = D+ 63-66% = D 60-62% = D-

59% or less = E

## How to Navigate to Canvas

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## Institutional Policies

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As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

## Learning Support and Tutoring Services

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We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

## Advising and Counseling Support Services

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At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

## Student Academic Calendar

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As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

## Additional Policies

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- An incomplete can only be given in extreme circumstances and only if 70% of the class works has been satisfactorily completed. An Incomplete Request Form must be filled out and filed by the student before the college deadline or an Incomplete cannot be granted.
- Cheating Policy: Students found cheating will fail the course.
- Late work: Late work will be marked down 10% each week it is late (which is hardly any penalty at all compared to the consequences you would face for not completing a project on time as a paid creative professional). If you want to be successful as a creative professional, learn to meet your deadlines.
- Attendance is mandatory. Students will lose points for each absence incurred (even excused absences). Medical, personal or job-related problems will be dealt with on an individual basis.
- If a class is missed, it is the responsibility of the student missing class, and/or assignments, to find out what was missed in their absence; please do not expect the instructor to repeat this information. The student is expected to learn any material missed through absence.

- Turn off all cell phones, pagers, etc. Do not text during class. It is disrespectful of your instructor and fellow students.