

- ART322, Color: Painting + Color Theory III: An introduction to color theory and exploration of art and design practices, with a special emphasis on painting. Students learn a broad range of approaches to color in painting, mixed media, and digital environments. Prerequisites: ART222 and Art + Design major or minor. (U)(3) Spring
- ART360, Space: Sculpture + 3D Design: The focus of this course is the creation of three-dimensional works utilizing traditional and nontraditional materials, including found object construction, mold-making, and 3D printing. Discussions, lectures, and critiques will explore and emphasize concept, materials, space, form, site, presentation, craft, and context. Students utilize Blender. Prerequisite: ART210 or permission of the instructor. (U)(3) Occasionally
- ART382, Special Topics in Art & Visual Culture: Work in the special seminar will be centered on a specific aspect of studio art, art history, or visual culture. Prerequisite: Permission of the instructor. (U)(3) Occasionally
- ART401, Independent Study: Art + Design: Offers the qualified student the opportunity to pursue a topic of individual interest. Prerequisites: Junior or senior standing and approval of written project proposal. (U)(1) Fall & spring
- ART402, Independent Study: Art + Design: Offers the qualified student the opportunity to pursue a topic of individual interest. Prerequisites: Junior or senior standing and approval of written project proposal. (U)(2) Fall & spring
- ART403, Independent Study: Art + Design: Offers the qualified student the opportunity to pursue a topic of individual interest. Prerequisites: Junior or senior standing and approval of written project proposal. (U)(3) Fall & spring
- ART411, Method: Exhibition + Thesis: In this course, students create a comprehensive body of work. Students learn to make presentations about their work and gain preparation for professional artistic practice. Prerequisites: Senior standing and Art + Design majors; Art + Design minors only with approval. (U)(3) Spring
- ART451, Internship: Art + Design: On-the-job experience or apprenticeship related to the student's interests or degree objectives. Prerequisites: Art + Design majors only with junior or senior standing and approval of the program director. (U)(1) Fall & spring
- ART452, Internship: Art + Design: On-the-job experience or apprenticeship related to the student's interests or degree objectives. Prerequisites: Art + Design majors only with junior or senior standing and approval of the program director. (U)(2) Fall & spring
- ART453, Internship: Art + Design: On-the-job experience or apprenticeship related to the student's interests or degree objectives. Prerequisites: Art + Design majors only with junior or senior standing and approval of the program director. (U)(3) Fall & spring

## Arts Administration

### Administration

Susan Zurbuchen, MA, Department Chair

### Associate Professor

Susan Zurbuchen, MA

### Assistant Professor

Brenda Johnston, MA

### Program Website

[www.butler.edu/arts-administration](http://www.butler.edu/arts-administration)

Arts administration is a course of study that prepares undergraduate students for a future in the management of nonprofit arts and community organizations. The program provides a strong undergraduate liberal arts education, a basic understanding of the business world, and a comprehensive education in the disciplines of the arts. Required experiential learning opportunities and internships provide essential workplace training and education. Careers include jobs in management, special events, volunteer coordination, fundraising, public relations, educational programming, and facilities management.

### Arts Administration at Butler

- Multidisciplinary approach integrating dance, music, theatre, and visual arts with current issues in arts management
- Educational relationships with local cultural organizations, professional artists, educators, and administrators
- Hands-on learning that integrates classroom instruction with workplace practice
- Strong emphasis on community engagement
- In-depth experience in the student's chosen art form
- National internship placements
- Study-abroad opportunities
- Comprehensive liberal arts education
- Distinguished faculty of experienced arts administrators
- Cross-campus business instruction led by experts in their respective fields (public relations, economics, management, etc.)
- One of the earliest and most comprehensive undergraduate arts administration programs in the nation

## Arts Administration Student Learning Outcomes

- Recognize the purposes and values of the nonprofit arts sector as well as the essential operations of a nonprofit organization, and demonstrate this knowledge in practical applications
- Demonstrate critical-thinking skills when analyzing issues facing arts organizations
- Communicate how classroom experiences, community-based learning, and creative expression have shaped your personal career aspirations and value for lifelong learning in the arts
- Communicate coherently, effectively, and creatively in both written and oral formats
- Demonstrate proficiency in the use of current computer technologies utilized in nonprofit organizations
- Demonstrate the ability to understand and apply the principles of arts advocacy and philanthropy

## Degree Programs

- Bachelor of Science in Arts Administration (BS)
- Bachelor of Science in Arts Administration—Music (BS)
- Bachelor of Science in Arts Administration—Theatre (BS)
- See Department of Dance—Degree Programs for Bachelor of Science in Dance—Arts Administration (BS)

## Requirements for the Major

The three components of each arts administration degree are the University Core Curriculum, the required arts administration courses, and the required arts courses for each specific degree. All degrees in arts administration require completion of 128 credit hours. For detailed degree requirements, see [www.butler.edu/arts-administration/majors](http://www.butler.edu/arts-administration/majors).

## Arts Administration Courses

- AA201, Survey of Arts Administration: An introduction to the field of arts administration, this course will explore the wide variety of arts and cultural organizations and the various aspects of the profession within the for-profit and nonprofit fields. (U)(2) Spring
- AA281, Special Topics: Special topics courses will focus on specific aspects of the arts. Topics will vary; courses are open to all students. (U)(1) Occasionally
- AA282, Special Topics: Special topics courses will focus on specific aspects of the arts. Topics will vary; courses are open to all students. (U)(2) Occasionally
- AA283, Special Topics: Special topics courses will focus on specific aspects of the arts. Topics will vary; courses are open to all students. (U)(3) Occasionally
- AA301, Principles and Practices of Arts Administration: This course addresses the principles and practices of arts management, including incorporation, governance, human resources, strategic planning, and grant writing. Prerequisite: Sophomore standing. (U)(3) Fall & spring
- AA315, Arts in Society: This class will investigate the various genres of the visual and performing arts in relation to contemporary society. Through reading, discussion, writing, and creative learning activities, students will learn to appreciate and accept a wide framework of artistic endeavors and begin to develop an understanding of the concept of aesthetics. (U)(3) Annually, term varies
- AA325, Arts Advocacy & Lobbying: This seminar course is designed to make students aware of the current trends, challenges, and practices in arts advocacy and lobbying, and to enable them to gain insights into the advocacy responsibilities of the professional arts administrator. Prerequisite: Junior standing or permission of the instructor. (U)(3) Occasionally
- AA330, Venue Management: This course is designed to provide students with an understanding of the various aspects of arts venue management. Students will gain knowledge in the areas of front-of-house, box office, and backstage management, contracts, policies and procedures, laws, regulations, and labor issues. Prerequisite: AA301. (U)(3) Occasionally
- AA335, Special Events: This course provides students with a basic understanding of the role of special events in nonprofit arts and community organizations. The course will cover event planning, coordination, and implementation utilizing written materials, guest speakers, and project work. Requirements will include group and individual participation in special events in the community. Prerequisite: Sophomore standing or permission of the instructor. (U)(3) Occasionally
- AA371, Experiential Learning: An opportunity for qualified students to undertake supervised field experience with an arts or related nonprofit organization. Prerequisites: Arts administration major, sophomore standing, and permission of the instructor. (U)(1) Fall & spring
- AA372, Experiential Learning: An opportunity for qualified students to undertake supervised field experience with an arts or related nonprofit organization. Prerequisites: Arts administration major, sophomore standing, and permission of the instructor. (U)(2) Fall & spring
- AA373, Experiential Learning: An opportunity for qualified students to undertake supervised field experience with an arts or related nonprofit organization. Prerequisites: Arts administration major, sophomore standing, and permission of the instructor. (U)(3) Fall & spring
- AA381, Special Seminar in Arts Administration: Special seminars will focus on more detailed components of arts administration. Seminars may include guest speakers, research papers, presentations, and/or a portfolio. Prerequisite: Arts administration major or permission of the instructor. (U)(1) Occasionally
- AA382, Special Seminar in Arts Administration: Special seminars will focus on more detailed components of arts administration. Seminars may include guest speakers, research papers, presentations, and/or a portfolio. Prerequisite: Arts administration major or permission of the instructor. (U/G)(2) Occasionally

- AA383, Special Seminar in Arts Administration: Special seminars will focus on more detailed components of arts administration. Seminars may include guest speakers, research papers, presentations, and/or a portfolio. Prerequisite: Arts administration major or permission of the instructor. (U/G)(3) Occasionally
- AA390, Leadership and Artistic Vision: This course will introduce students to trends in the field of arts management and help them gain insights into the diverse roles and responsibilities of the professional artistic director. Students will also explore their own leadership skills and participate in activities to identify and expand their own creative abilities and vision. Prerequisites: Junior standing and AA301. (U)(3) Occasionally
- AA400, Internship Preparation: Preparation and selection of internship, including résumé, cover letter, computer skills and literacy for the workplace, and approval of internship site. Prerequisite: Permission of the department chair. (U)(0) Fall & spring
- AA410, Marketing the Arts for Nonprofit Organizations: This seminar course provides an overview of fundamental marketing concepts and strategies for building, maintaining, and developing audiences for nonprofit arts and cultural programs. The course focuses on the techniques and methods utilized in connecting and communicating with current and prospective arts audiences. Topics include market research and segmentation, branding, media relations, traditional and digital promotions and advertising techniques, and development of a marketing plan. Prerequisite: AA301. (U)(3) Annually, term varies
- AA415, Fundraising for the Arts: This seminar course examines the key theories, principles, processes, and programs of philanthropy and fundraising in nonprofit arts organizations. Students will gain practical knowledge in growing and sustaining contributed income. Topics include prospect research, donor relations and ethics, annual campaigns, case statements, sponsorship, and internet-based fundraising. Prerequisite: AA301. (U)(3) Annually, term varies
- AA420, Financial Management for the Arts: This seminar course examines the financial issues that are critical to nonprofit arts organizations. Topics include mission-driven budgeting, cost-benefit analysis, managing cash flow, asset management and restriction, and trend analysis. Prerequisites: AC203, AC204, and AA415. (U)(3) Annually, term varies
- AA425, Arts, Education, and Community Engagement: This course is designed to provide students with an understanding of the history of arts education and outreach, community engagement, and current trends. Students will examine and evaluate existing programs as well as design new ones. The course includes guest speakers and field trips. Prerequisite: AA301 or permission of the instructor. (U)(3) Fall
- AA450, Arts Administration Senior Seminar: Capstone course focusing on timely issues in the field of arts administration. Significant writing assignments as related to arts administration. Prerequisites: Arts administration major and senior standing, or arts administration major and permission of the instructor. (U)(3) Fall
- AA475, Internship in Arts Administration: On-the-job experience in an arts agency directly related to the student's degree objectives. Prerequisites: AA301, AA401, junior standing, and permission of the department chair. (U)(6) Fall, spring, & summer
- AA481, Independent Study: An opportunity for the qualified student to pursue some investigative work upon his or her own initiative. Petition required with approval by the dean. (U)(1) Fall & spring
- AA482, Independent Study: An opportunity for the qualified student to pursue some investigative work upon his or her own initiative. Petition required with approval by the dean. (U)(2) Fall & spring
- AA483, Independent Study: An opportunity for the qualified student to pursue some investigative work upon his or her own initiative. Petition required with approval by the dean. (U)(3) Fall & spring
- AA499, Honors Thesis: (U)(3) Fall & spring

## Department of Dance

### Administration

Larry Attaway, BM, Department Chair

### Professors

Marek Cholewa; Michelle Jarvis, MA; Stephan Laurent, MFA; Susan McGuire; Cynthia Pratt, MFA

### Associate Professors

Larry Attaway, BM; Derek Reid, MA

### Assistant Professor

Ramon Flowers, MFA; Rosanna Ruffo

### Department Website

[www.butler.edu/dance](http://www.butler.edu/dance)

### Dance at Butler

- The program continues a 50-year tradition of excellence in ballet, training serious and talented dance students, and preparing them for future careers in the dance arts
- Nationally and internationally renowned undergraduate department that is fully accredited by the National Association of Schools of Dance