

INTEGRATED ARTS (INTEGART)

INTEGART 110 – THE STUDIO SEMINAR: MAPPING YOUR CREATIVE PRACTICE

1 credit.

Residents of The Studio: Creative Arts Community engage in an interdisciplinary hands-on approach to the creative arts and gain familiarity with the wide variety of arts disciplines on campus.

Requisites: Member of The Studio: Creative Arts Community

Repeatable for Credit: No

Last Taught: Fall 2023

INTEGART 112 – THE STUDIO PRESENTS

1 credit.

The residents of The Studio: Creative Arts Community engage in an interdisciplinary, hands-on experience of creative arts and professional practice, including developing and showing their original work in the local community.

Requisites: Member of The Studio: Creative Arts Community

Repeatable for Credit: No

Last Taught: Spring 2024

INTEGART 310 – INTERDISCIPLINARY ARTIST IN RESIDENCE STUDIO

1-3 credits.

Guest artists will offer interdisciplinary studio courses on topics appropriate to their specializations. See go.wisc.edu/artsresidency for information on specific residencies.

Requisites: None

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2024

INTEGART 312 – INTERDISCIPLINARY ARTIST IN RESIDENCE LECTURE

1-3 credits.

Guest artists will offer interdisciplinary courses on topics appropriate to their specializations. see go.wisc.edu/artsresidency for information on specific residencies. Requisites vary according to topic

Requisites: None

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Fall 2018

INTEGART 330 – SPECIAL TOPICS IN INTEGRATED ARTS

1-3 credits.

Specialized subject matter in the areas of interdisciplinary or integrated arts. Requisite varies according to topic.

Requisites: None

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2021

INTEGART 610 – INTERDISCIPLINARY ARTIST IN RESIDENCE STUDIO

1-3 credits.

Guest artists will offer interdisciplinary studio courses on topics appropriate to their specializations. See go.wisc.edu/artsresidency for information on specific residencies.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2021

INTEGART 612 – INTERDISCIPLINARY ARTIST IN RESIDENCE LECTURE

1-3 credits.

Guest artists will offer interdisciplinary lecture courses on topics appropriate to their specializations. See go.wisc.edu/artsresidency for information on specific residencies.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Fall 2018

INTEGART 630 – SPECIAL TOPICS IN INTEGRATED ARTS

1-3 credits.

Specialized subject matter in the areas of interdisciplinary or integrated arts.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Summer 2018

**INTEGART/M H R 632 – INTRODUCTION TO ARTS
ENTREPRENEURSHIP**

3 credits.

An overview and foundation in preparation for developing, launching, or advancing innovative projects in arts, culture, design, and humanities.

Learn the unique contexts and challenges of creative careers. Develop creative project goals while gaining an understanding of the nature and structure of arts entrepreneurship in a variety of sectors - for-profit, nonprofit, government, and hybrid.

Requisites: Sophomore standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2023

Learning Outcomes: 1. Recognize and equitable entrepreneurship opportunities in arts and cultural expression through projects, partnerships, initiatives, and organizations.

Audience: Both Grad & Undergrad

2. Assess challenges and opportunities in the arts and cultural sector and develop them into project business plans.

Audience: Both Grad & Undergrad

3. Analyze case studies that lead to the discovery, acquisition, and alignment of key resources necessary for a concept's success (time, money, space, equipment, talent.)

Audience: Graduate

4. Communicate and present a clear and compelling project plan which includes narrative, budget, marketing plan, fund development plan, and the accompanying strategies in written and spoken form.

Audience: Both Grad & Undergrad

5. Evaluate a project's outcomes in ways that consider equity, inclusivity, and diversity as a measure of current and future success.

Audience: Both Grad & Undergrad

6. Illustrate acquired skills and learning by creating a web-based professional portfolio with work samples.

Audience: Both Grad & Undergrad

**INTEGART/M H R 636 – ENTREPRENEURSHIP IN ARTS &
CULTURAL ORGANIZATIONS**

3 credits.

Become familiar with basic entrepreneurship principles and value proposition design techniques in social entrepreneurship settings with attention to the perspective of arts and cultural organizations. Content includes business model development, customer-driven innovation, lean startup practices, organizational capacity for entrepreneurial action, team performance, the structure of alliances and partnerships and funding mechanisms in the sector.

Requisites: Junior standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2024

Learning Outcomes: 1. Identify and describe the key elements of a value proposition canvas

Audience: Both Grad & Undergrad

2. Articulate the role of mission statements in social-purpose organizations, implications of entity choices, and sources of funding for nonprofit and related organizations in the arts and cultural space

Audience: Both Grad & Undergrad

3. Identify and analyze business models used in the creative economy across nonprofit and social-purpose organizations

Audience: Both Grad & Undergrad

4. Define the design thinking problem-solving approach and outline key elements of the process

Audience: Both Grad & Undergrad

5. Apply appropriate research methods (ethnographic versus market research) and invoke related tools (literature reviews, observational note-taking, etc.) to help test hypothesis in the development of new products/services for arts and cultural organizations

Audience: Both Grad & Undergrad

6. Analyze arguments about the role of entrepreneurial action and funding for arts and cultural organizations in the context of other disciplinary approaches in the visual and performing arts, design, and related fields

Audience: Graduate

7. Design a value proposition canvas for an entrepreneurial cultural/creative organization in the Madison community that will inform product/service development for a distinct customer segment.

Audience: Both Grad & Undergrad

8. Rapidly test emergent ideas in the field with (potential) customers using a design thinking approach that includes creation of "prototypes" (storyboards, role play, 3D printed objects, etc.) and interpretation of results

Audience: Both Grad & Undergrad

9. Make connections between the world of ideas and concepts with day-to-day issues and concerns in cultural/creative organizations. Where possible, encourage/highlight/expose new connection points (e.g., "I never thought of it that way...")

Audience: Both Grad & Undergrad

10. Develop teamwork, written and oral communication skills

Audience: Both Grad & Undergrad