

Sound Studies and Sonic Arts

Summer Semester 2022

Phase Focus

Module Practice, Theory

Course Title **The Strategist: from an Artist's DNA to the Public Mind** | Seminar

Course Times and Location Thursdays, 10:00 a.m. -2:00 p.m. | LIE313

Instructors Gary Schultz

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Office Hours and Location upon request

Course Description

When artists work beyond the categories of genre or medium, it can become even more helpful to have an anchor for one's practice. It can also help audiences find and think through an artist's work. This seminar asks students to start defining their artistic DNA and to then articulate it by launching a project. The aim is to give students a toolkit for positioning their work and to test this toolkit through practical exercises in close consultation with the instructor and through class discussion.

- Recent and classic writing on strategy will be discussed through the lens of artistic examples and student progress. Practical participation will be guided by a range of questions borrowed from the readings. Periods of time will be devoted to individual meetings and working through prompts.

Requirements for Attending

The class is limited to 12 students.

Exam / Credit Points

2CP (not graded: Practice, Theory, Free Focus): Regular attendance, assigned readings and practical participation.

Passing the first assignment is mandatory for submitting the consecutive assignment.

Consecutive assignment leading to 4CP for the course - Option 1 (graded: Practice; grading: only the consecutive assignment is graded): launching a project + documentation (by Nov. 1, 2022).

OR

Consecutive assignment leading to 4CP for the course - Option 2 (graded: Theory; grading: only the consecutive assignment is graded): Paper, ca. 8000 words (by Nov. 1, 2022).

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Schedule

- 1 Artist's DNA
- 2 The Laws of Positioning
- 3 The Five Areas of Research
- 4 Truths, Insights and Briefs
- 5 Shortcuts
- 6 Workshop
- 7 Projects

Supporting Media

Abloh, Virgil. *Core Studio Public Lecture: Virgil Abloh, "Insert Complicated Title Here,"* 2017.

<https://www.youtube.com/watch?v=qie5VITX6eQ>.

Badiou, Alain. *The Immanence of Truths Being and Event III*. Translated by Kenneth Reinhard and Susan Spitzer. London: Bloomsbury Publishing Plc, 2022. <http://public.eblib.com/choice/PublicFullRecord.aspx?p=6861806>.

Gagliardi, Gary. *Sun Tzu's The Art of War plus, the Warrior Class: 306 Lessons in Modern Competition from Sun Tzu's The Art of War*. 1st ed. Shoreline, WA: Clearbridge Pub, 2002.

Pollard, Mark. *Strategy Is Your Words*. Sweathead, 2022. <https://sweathead.com/products/strategy-is-your-words>.

Ries, Al, and Jack Trout. *The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk*. New York London, Toronto: HarperCollins, 1994.