Course Title: Start Your Own Arts and Crafts Business

Course web page: http://www.collin.edu/ce/courses/arts-crafts-business.html

Course Description: Discover how to find your niche within your chosen craft and how to create your own unique business identity. Create a concept for your arts and crafts business. Learn the common mistakes to avoid when operating a craft business. Set and implement your arts and craft goals for success. Define your target market based on your craft. Discuss pricing your arts and crafts.

Suggested Course Prerequisite(s): N/A

Materials Needed: N/A

Course Objectives:
1. Discover how to find your niche within your chosen craft and how to create your own unique business identity.
2. Create a concept for your arts and crafts business.
3. Learn and avoid the common mistakes to avoid when operating a craft business.
4. Set and implement your arts and craft goals for success.
5. Define your target market based on your craft. Discuss pricing your arts and crafts.

Certification Notes: N/A

Next course recommendation: Marketing Your Art and Fine Crafts

Textbook(s): N/A

Lesson Plan –

Session 1: Different niches of art and fine crafts.
- Creating a unique art business identity.
- Operating as a business and an artist.

Session 2: Art business concepts.
- Modern, traditional, environmental, children’s art concepts with which to identify your business.

Session 3: Explore and avoid the most common mistakes when starting an arts and crafts business.
- Real world examples and lessons learned.
Session 4: Set and implement goals for craft fairs.
  Identify your target market based on your art and crafts.
  Correctly price your art based on material costs, labor, time and profit.

Course Sessions: Listed are a guideline to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

http://www.collin.edu/studentresources/personal/studenthandbook.aspx