**TA Course Descriptions**

**AAD 150: Exploring Arts Administration**
Exploring Arts Administration introduces the field of arts administration to students interested in investigating the connections between art, artists, and audiences through participation in class discussions, engagement with guest lectures, and attendance of arts events. The questions that drive this inquiring include: What is the work of the arts in society? What intellectual inquiry will guide me within the profession? What are the organizational structures that present the arts? And how do I begin to participate within the profession?

**AAD 200: Arts Administration Communications**

*Arts Administration Communications* guides students to master the primary writing styles and communication skills in the field of arts administration that they will be using throughout the remainder of their arts administration courses and into their careers. The course introduces students to different communication styles and dynamic processes through comprehending concepts and practicing skills in verbal, nonverbal, written, visual, listening, and new media communications. In addition, internal and external communication systems and styles are emphasized through concepts and practices in interpersonal, team, organizational, and community communications. Furthermore, communication issues and cultural diversity in communication styles will be explored in this course.

**AAD 250: Digital Design for Arts Administrators I**
Effectively visual communication has become vital for businesses in today’s global market. AAD 250: Digital Design for Arts Administrators I will explore the powerful graphic and visual design programs of Adobe Photoshop, InDesign, Illustrator and iMovie. Students will develop an ‘eye’ for design through the exploration of advanced design software, advanced design elements, and peer critiques. Students will demonstrate basic design skills through design projects for both print and the web.

**AAD 260: Digital Design for Arts Administrators II**
A successful organization will have a beautiful and creative online presence through the digital realms of blogging, eNewsletters, and website design. In AAD 260: Digital Design for Arts Administrators II, students will explore topics such as branding, marketing, color theory, and digital analytics. Specifically, students will learn the process of designing, building and maintaining a website that meets an organization’s needs. The course will also examine the legal, philosophical, societal and technological issues relevant to delivering information in the 21st century.