

MCAD Continuing Education Faculty Memo Course Descriptions

Reading course descriptions are the primary way that our students decide whether or not they should take a Continuing Education class. The descriptions should not only be accurate and informative, but also inviting and intriguing. Whether the benefits are personal or professional, illuminate what students will gain and what they will achieve by taking the course.

Since it is our policy not to offer tuition refunds after the first course meeting, we want students to have the information they need to make a well-educated decision about courses at the time of enrollment.

In addition to summarizing the course, descriptions should also help students anticipate some of the costs they'll incur for basic materials such as art supplies or textbooks. This is typically listed as what students should bring to the first class meeting, but can also include some of the essential items students will use during the course. We'd like to list any specialty items or larger purchases (such as portable easels, woodcarving tools, DSLR cameras, and external hard drives) as well. On a related note, it would be helpful if you could send us information in advance on recommended shops or websites for purchasing less-common supplies that are not stocked at the Art Cellar.

Each course description should include:

- Topics, methodology, techniques, and/or some central goals of course.
- Benefits or what students will gain from taking course.
- Skill level and/or intended audience.
- Prerequisites and/or software proficiencies.
- What to bring for first class and/or any specialty items.
- List of what is covered with materials fees, if applicable.
- What (or what not) to wear, if applicable.
- Required textbook (Title, author, and ISBN).

Some questions to take into consideration when composing a course description:

Who is this course designed for?

How will the course benefit them? What will they gain? How will it advance their professional goals or enrich their personal growth?

Why should students enroll in this Continuing Education course?

What will the class format be like? (Lecture, critiques, discussions, centered on personal projects, field trips, research, studio time, technical demonstrations, etc.)

What sorts of projects will be completed? What sorts of skills or techniques will be honed?

How does this course fit into a broader context?