

ART OF FREELANCE

COURSE SYLLABUS



ART OF FREELANCE is a program designed to help you dream big, map your goals, and then effectively plan, execute and present a project that brings you a step closer to your vision with support and accountability.

This syllabus shows you how we'll get there.

PHASE ONE:
Planning the Work

PHASE TWO:
Doing the Work

PHASE THREE:
Presenting the Work

PROGRAM DATES:
SEPTEMBER 3 – NOVEMBER 13

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PHASE ONE: PLANNING THE WORK

A series of Exercises aimed at helping you visualize your ideal life, declare your goals, and identify the projects that will help you get there. During this Phase, you'll meet once a week online with your assigned Cohort and by the end, you'll know which project you'd like to do and exactly how you'll get it done.

EXERCISE #1: EPIC VIEWS

ASSIGNED: Thursday, September 5

DUE: September 8 - 11 (depending on the day your Cohort meets)

TIME TO BUDGET: 2 hours, uninterrupted

In this exercise you'll envision exactly what kind of life you want to create for yourself. We so rarely take the time to examine if we're on the right path. The time is now.

WEEKLY ACCOUNTABILITY CHECK-IN #1: INTRODUCTIONS

TIME TO BUDGET: 1 hour

This week, you'll introduce yourself and get to know the other members in your Cohort.

EXERCISE #2: TRAILMAPPING

ASSIGNED: Thursday, September 12

DUE: September 15 - 18 (depending on the day your Cohort meets)

TIME TO BUDGET: 2 hours

Get granular and create a repository of all the projects that you've ever dreamed of, investigating connections between them and looking towards the ones that most directly support your goals. By the end of this Exercise you will have narrowed it down to a few projects to consider tackling over the 7 weeks of the second Phase of Art of Freelance: Doing the Work.



PHASE ONE
PLANNING THE WORK



WEEKLY ACCOUNTABILITY CHECK-IN #2: PROJECT FEEDBACK

TIME TO BUDGET: 1.5 hours

You'll have the expert ears of your Cohort to listen and provide feedback on the projects you're considering.

EXERCISE #3: LAY OF THE LAND

ASSIGNED: Thursday, September 19

DUE: September 22 - 25 (depending on the day your Cohort meets)

TIME TO BUDGET: 2 hours

By this point you will have narrowed down all the possible projects you could tackle to one or two. This Exercise is designed to vet those projects, through thoughtful analysis rooted in SMART evaluation, a time-tested framework for determining if projects are Specific, Measurable, Achievable, Realistic and Time Bound. You'll also take a look at the competitive landscape to ensure your project is unique.

PHASE ONE
PLANNING THE WORK

EXERCISE #4: PROJECT PLAN

ASSIGNED: Thursday, September 26

DUE: September 29 - October 3 (depending on the day your Cohort meets)

TIME TO BUDGET: 2 hours

Once you've decided on the project you'll execute over the next seven weeks, you'll craft a realistic timeline, setting milestones for exactly what you'll accomplish each week. You'll input these milestones into a shared cohort Accountability Spreadsheet and check in with it each week to make sure you're staying on task.

WEEKLY ACCOUNTABILITY CHECK- IN #3: PROJECT COMMITMENT

TIME TO BUDGET: 1 hour

You'll announce your project and a brief overview of your Project Plan. You'll all view the cohort Accountability Spreadsheet and give feedback on how realistic the milestones are.

PHASE ONE
PLANNING THE WORK



PAST ALUMNI PROJECTS

VIEW MORE AT:
[ARTOFFREELANCE.COM/PROJECTS-TESTIMONIALS](https://artoffreelance.com/projects-testimonials)
AND ON THE AF BLOG

Morgan Brown, *Conversations I Wish I Had*



CONOR SIMPSON

JUX LUCID DANCE INSTALLATION

During Art of Freelance Fall 2016, Conor Simpson – Filmmaker at Of The Notion – conceptualized and developed JUX LUCID: a live dance performance and video installation project, and completed filming of the project's first phantom camera & choreography test. He has since continued to expand on the concept – showing it in theaters throughout Los Angeles.



CRAIG “TIGER” SMITH

LEFT-HANDED CARD DECK KICKSTARTER

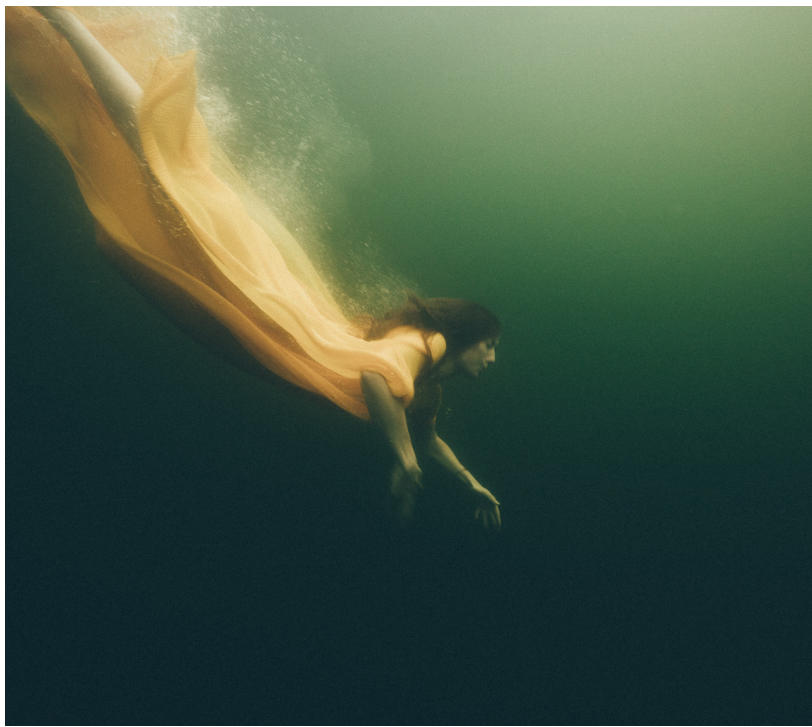
Tiger Smith, Head of Product at Fanbread, Inc., musician and man of many projects, had been nurturing the idea of creating a left-handed card deck for quite some time. During Art of Freelance Fall 2017, The Sinister Deck was born. Not only did he create a brand, website and work with an illustrator to create the deck itself but also developed a Kickstarter for it that funded in a record-breaking three hours. Since then, he's gone live with the Kickstarter and lefties everywhere are counting down the days until the arrival of their Sinister Deck.



RYAN SCHUDE

TABLEAU VIVANT PHOTO SERIES

Ryan Schude, an award-winning professional photographer who has served biggies like Air France, Allstate Insurance and AT&T, is perhaps best known for his photographic style of tableau vivants, or ‘living pictures.’ Ryan has both participated in and guided Art of Freelance courses and in the process has created a number of photographs for his ongoing photo series for various galleries.



DANIEL N. JOHNSON

Photo Series

Visual Artist and Photographer Daniel Johnson tackled his first new photo series in over two years during the course, accomplishing five shoots in total, with more work in the pipeline. The series inspired a trip to Mexico City which resulted in other future potential collaborations as well as a potential gallery representation.



CALLIE GIOVANNA

PORTFOLIO RELAUNCH

Callie Giovanna, award-winning travel photographer, Co-Owner Vitae Weddings, and Founder of CHROMA Visuals, had been wanting to re-edit her website and photo archives for months. Thanks to her participation in Art of Freelance Summer 2016, she was able to finally take this much-needed step to revamp her photography business.



JESSIE JAMZ

ART DIRECTION

Stylist Jessie Jamz enrolled because she wanted to Art Direct an ad campaign that combined her eye as a painter and what she learned as a wardrobe stylist, to immerse the viewer in a visually compelling eyewear campaign. Color theory, composition, text formatting, apertures... it all came together. Now, Jessie is a wardrobe stylist primarily for advertising, with a sprinkle of editorial.

Photo by Shaughn & John @Shaughn_and_John



PHASE TWO: DOING THE WORK

You'll meet once a week online with your cohort of other freelancers who have also committed to completing a specific project. There are two more important Exercises, however the focus is now on completing your project. You'll help hold each other accountable and stay motivated.

EXERCISE #5: IMPLEMENTATION PLAN

ASSIGNED: Thursday, October 3

DUE: October 6 - 9 (depending on the day your Cohort meets)

TIME TO BUDGET: 1 hour

While the energy is hot and the enthusiasm high, you'll spend time thinking about how you're going to market your project when it's complete, who's eyes you want on it, and how you're going to get your work in front of them.

EXERCISE #6 : TRAILBLAZERS

ASSIGNED: Thursday, October 17

DUE: October 20 - 23 (depending on the day your Cohort meets)

TIME TO BUDGET: 1 hour

With a good look at your life and clarity around what you'd like to accomplish, we'll take that a step further and describe what that will look like in the real world. We'll look at people that inspire us, their success in context, and sketch out our own.

WEEKLY ACCOUNTABILITY CHECK-IN #4: IMPLEMENTATION PLAN

TIME TO BUDGET: 1 hour

This week you'll talk with each other about the Implementation Plan you built last week. This is an excellent opportunity for your cohort members to become acquainted with exactly who you're trying to reach so they can help you get connected beyond your own network. You'll also check in generally on your progress and make sure you're on target with your milestones.

PHASE TWO
DOING THE WORK

Photo: Stacie McChesney

WEEKLY ACCOUNTABILITY CHECK-IN #5 + #6 : RESISTANCE

TIME TO BUDGET: 1 hour

You're in it. You're doing the work. And it's hard. This week you'll talk with your cohort about Resistance - all the self doubt, distraction and procrastination that comes along with doing the hard work. You'll also check in generally on your progress and make sure you're on target with your milestones.

WEEKLY ACCOUNTABILITY CHECK- IN #7: SHOWCASE PLANNING

TIME TO BUDGET: 1 hour

This week you'll talk about how you'll be presenting your project with your Cohort. You don't need to have all the details, but you do need to have a basic idea. You'll also check in generally on your progress and make sure you're on target with your milestones.

WEEKLY ACCOUNTABILITY CHECK-IN #8: COHORT FEEDBACK

TIME TO BUDGET: 1 hour

This week you'll present your final plan for how you'll be presenting your work at the Showcases. We'll send out a plan form to collect information about how you'll be presenting. You'll also check in generally on your progress and make sure you're on target with your milestones.

PHASE TWO
DOING THE WORK

Photo: Stacie McChesney



WEEKLY ACCOUNTABILITY CHECK-IN #9: FINAL REFLECTION

TIME TO BUDGET: 1 hour

EXERCISE: Plan for the Future

We have so much power to connect each other to opportunities. So for this meeting, you'll be talking with each other about what kind of connections you need to help publicize and further your project. You'll also check in generally on your progress and make sure you're on target with your milestones.

WEEKLY ACCOUNTABILITY CHECK-IN #10: SHOWCASES

TIME TO BUDGET: 1.5 hours

This is your final check-in - the time when you get to share your completed project - all the blood, sweat and tears with your Cohort! You'll get feedback about your project from your Cohort and discuss how you plan to present at the Showcases in person or via Zoom.

PHASE TWO
DOING THE WORK

Photo: Stacie McChesney

A person wearing a bright red cape is crouching on a dirt path on a grassy mountain slope. The cape is flowing in the wind, partially obscuring their body. In the background, there are rolling mountains under a cloudy sky. A leafless tree stands on the left side of the frame.

WHAT ALUMNI HAVE TO SAY

“Literally feeling like I could immediately trust a group of creative strangers because we were all there for the same goal: to better ourselves. We gained a beautiful support network, and accomplished something we wouldn’t have pushed ourselves to do on our own.”

— **CALLIE GIOVANNA**

Professional Photographer, Co-Owner, Vitae Weddings
Owner, CHROMA Visuals

“The Art of Freelance helped me clearly define the big, exciting vision for my future I’ve never before been able to. Then I was encouraged and motivated to take actionable, real steps heading in that direction. I accomplished exactly what I was hoping to, and months later the scope and excitement of my project is still growing.”

— **CHRIS KEENER**

Director, Golden Bear

“The people I met were all facing the same struggles I was — difficulty committing to a work schedule on their projects, facing doubt that their ideas were relevant, not having a sounding board, etc. Together, we were able to help each other out and I wouldn’t have met them without joining the course.”

— **DANIEL BROWN**

Photographer and Video Editor

“The work I did with Art of Freelance helped me to visualize my big picture goals in life and made me realize that as busy as your schedule can get, when you have a mission to accomplish by a certain date, have a great support system, and see the value in what you’re doing, you find that you can be smarter with your time and more pro-active than you ever imagined.”

— **DONNA FELDMAN**

Professional Model, TV Host, and Actress

“Art of Freelance helped me get the inspired, un-organized, pile of ideas out of my head and into a usable structure that I could share with other humans. AF brought structure to my thought bombs and provided a schedule and a team of fellow humans to support me, motivate me, and hold me accountable to my own dreams.”

— **BARATUNDE THURSTON,**

Futurist Comedian, Writer, Cultural Critic,
and Author of ‘How to Be Black’

“This program was so amazing and valuable. It’s hard for me to sit and work on personal projects, and this was the push that I needed.”

— **KIMI LEWIS**

Award-Winning Illustrator, Designer, Art Director
Senior Product Designer The Noun Project

“Enthusiastically and sincerely say that AoF has absolutely been worth the investment and I am grateful that it came across my path. It introduced a few simple tools I believe will serve me for the rest of my life, and connected me with a supportive group of genuinely interesting, motivated, talented creatives, every single one of whom I am glad to continue to know personally and professionally.”

— **JUN OHNUKI**

Graphic Designer and Production Artist

“The value of the Art of Freelance is one of those things you have to experience firsthand to assess. The main lesson I extracted [...] is that no matter how different creative projects may seem on the surface, the creative processes driving them are universal.”

— **HEATHER D’ANGELO**

Editor, now.space

“The course sparked a renewed fire inside of me, gave me a cheering squad of fellow artists and helped me achieve a personal creative goal that would likely have been kept on the back burner without this outlet to finally help me bring it into fruition.”

— **CHRISTINA HUNTINGTON**

Writer



PHASE THREE: PRESENTING THE WORK

All of your hard work will culminate at a final live Showcase, where you'll present your work to your Cohort, friends and family.



Each Cohort group will have the opportunity to present their projects to each other - and a limited number of friends and collaborators - at final live Showcases in Los Angeles, California (November 21 - 23 at 7pm). For those unable to travel to LA, a presentation can be made via Zoom.

PHASE THREE

PRESENTING THE WORK

THE TEAM

CREATED BY FREELANCERS, FOR FREELANCERS



MATHIEU YOUNG
CEO & CO-FOUNDER

A world-renowned professional freelance photographer and director, Mathieu has served the giants (Bose, Samsung, Showtime, Paramount Pictures) and won awards for social enterprise campaigns in Tanzania, Kenya, Cambodia, and Nicaragua. As Founder of Art of Freelance and Co-Founder & Host of Kensington Presents, a monthly music and dinner series promoting local artists & connected neighborhoods, he is one of LA's most powerful creative connectors.



NINA BECKHARDT
CO-FOUNDER

With over a decade of experience running global creative agencies, Nina is a recognized authority on brand naming and longtime mentor of creative professionals. In addition to leading work with Proctor & Gamble, GM, Target, PUMA, Capital One, EPSON and Dow Jones she has been published in The Economist, Forbes, CNN, WSJ, appeared on the Emmy Award-winning television show, Autoline Detroit, and has presented on brand innovation in corporate boardrooms and entrepreneurship classrooms.



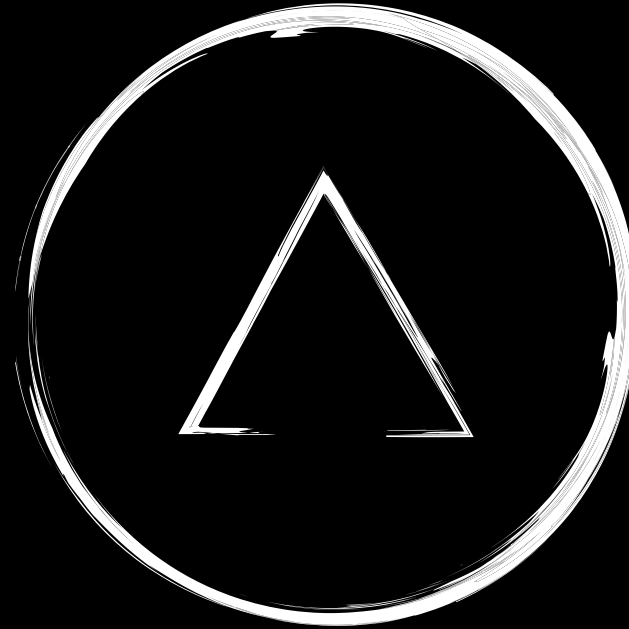
ELIZABETH STUART
CO-FOUNDER

Elizabeth is a powerhouse civic leader and entrepreneurship champion with 8 years experience building early stage start-ups. As a Coro leadership fellow, Founder and Founding CEO of Impact Hub Los Angeles, and Founding Executive Director of Civic Hall Labs NYC, it's no wonder she was featured in Fast Company's 100 Most Creative People 2013 issue and profiled in Forbes.com as "a woman changing the LA entrepreneur landscape."



DR. ELIZABETH SHIN
CONSULTANT

A master of curriculum design, Elizabeth has designed & taught over 150 courses for both the online & on- ground campuses at University of Phoenix. Her long list of degrees including a Doctorate in Education with a specialization in Educational Technologies (Pepperdine), M.A. in Comparative Film & Literature (USC) and a M.A. in English Literature (UC Irvine) points to her multi-faceted approach to creating learning experiences.



ART OF FREELANCE

IF YOU HAVE FURTHER QUESTIONS,
CONTACT: HELLO@ARTOFFREELANCE.COM

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