Senior Recital Capstone Weekly Meeting Syllabus-Fall 2018

MUAG 4710/4711/4712; MUCP 4195
Thursdays, 8:30-9:20, MUSI 322

Instructor: Dr. Fabiana Claure, Director of Career Development and Entrepreneurship in Music
940-600-1565 ● fabiana.claure@unt.edu ● MU260B
Office Hours: Tuesday from 1-3pm and Thursdays from 1pm-2pm (by appointment please)

Teaching Assistant: Carson Dorsey (carsonдорsey@my.unt.edu)

Senior Recital Capstone Course Overview

The Thursday morning senior recital meetings are one requirement of the Senior Recital Capstone (MUAG 4710/4711/4712; MUCP 4195) course. This course marks the culmination of students’ academic, musical, and artistic growth over the course of their undergraduate career. The lectures, class assignments, guest presentations, and readings are designed to help students build career-development skills that will support their senior recitals as well as their future musical careers. In addition to assignments that support communication, critical thinking, and social responsibility skills, students will create promotional tools such as an artist portfolio, a demo video, a website, and a recital marketing plan. Students are required to attend weekly class meetings, a bi-weekly music entrepreneurship departmental, individual lessons with the applied/composition professor, and complete the associated lesson and recital performance requirements (see “grading” below for details). Note that the course numbers listed on this syllabus count toward the “UNT Core” as “Capstone.” IMPORTANT: The above-listed course numbers include lessons, recital, and academic requirements for a single 3-credit course. Do not register for MUAM, MUAC, or MUCP lessons or MUAG 4700 in the same semester as the above-listed course numbers.

Pre-requisites

Successful completion of all College of Music Proficiency exams as required by your major, including the Theory Proficiency Exam (TPE), Upper Division Exam (UDE), Piano Proficiency Exam, and at least two semesters of upper-level MUAM or MUAC lessons, as required by your major. Completion of the “application for capstone” with consent from your applied/major professor.

Required attendance to bi-weekly Music Entrepreneurship Departmental:
Students enrolled in this class will be required to attend the bi-weekly departmental meetings on Wednesdays from 11-11:50am in the Recital Hall (MUSI 301) on the following dates:
- September 5
- September 16
- October 3rd
- October 17th
- October 31st
- November 14th
- November 28th

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**Course policy for attendance, participation, and absences:**
This class is intended to prepare you for the professional workplace. Therefore, you must demonstrate diligence and a proactive attitude that positively reflects your work ethic—just like you would in a real work environment. Attendance is mandatory and imperative in order for you to reap the full benefits of this class and to receive a grade. You are expected to be on time and to come prepared to each class meeting. It is your responsibility to have completed the reading/video assignments and to have submitted comments/worksheets in our Canvas discussion board according to the syllabus’ weekly schedule. If you have a legitimate emergency, please provide an official written medical or other similar verification before class. The entire group class session begins promptly at 8:30am. If you are absent, assignments are still due on the date announced in class and it is your responsibility to make up the work that you missed during that particular class period. If you have an unusual circumstance that causes you to be late, please enter quietly without disrupting your colleagues. If you are unable to attend the departmental meetings every other Wednesday, you must provide written documentation explaining the schedule conflict and request approval to be dismissed from these bi-weekly Wednesday meetings.

**Materials needed:**
- We will be using the online platform **Coro by iCadenza**. Coro is a music entrepreneurship educational platform providing online video micro-courses, weekly coaching labs, and access to a Facebook community. We will be using this resource extensively in this class. UNT students purchase a semester week access pass ($49) by going to [https://members.icadenza.com/iclstudentpass/](https://members.icadenza.com/iclstudentpass/)
- On class presentation days, please bring a laptop to class. You will leave feedback on the Canvas Discussion Board for each classmate while they are presenting. If you do not have a laptop, you can use your student ID to sign one out in the CoM computer lab.
- **Music Business Association**
  UNT College of Music is now an academic partner with the Music Business Association. All UNT students and faculty can take advantage of this partnership by signing up via the form below:
  [https://musicbiz.wufoo.com/forms/q1e6tiw81lbq2iz/](https://musicbiz.wufoo.com/forms/q1e6tiw81lbq2iz/)
  After signing up, you will be kept in the loop regarding future scholarship opportunities as well as the below member opportunities. Over $30k in scholarships have been awarded to students from academic partner schools in 2017.
  (From the Music Biz website)
  **Events**
  - **Music Biz**:
    Music Biz is an annual event where we bring together the content and commerce communities to set agendas to reach collaborative, meaningful and actionable solutions that will create the music landscape of tomorrow. The event will take place May 5-8th, 2019, in Nashville. With more than 2,000 attendees from all walks of the industry, 100+ educational sessions and a myriad of opportunities for meeting and networking. Music Biz will again be hosting another “career day” for students. We offer
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pre-scheduled speed-dating like interviews for students with HR representatives from companies in the music industry like Sony, WEA, Universal, CAA among others. We know of at least 6 students who have landed full-time positions as a direct result of these interviews.

○ Webinars: Webinars are Music Biz’s way of helping members stay on top of changing technology, introducing them to new players in the marketplace, and providing them with research and analysis that helps them to make informed decisions about their businesses. Our virtual events are a forum to showcase new products and services, give members important Association updates, and present the newest market and consumer intelligence from our trusted research partners. Register for these complimentary webinars here. Archived events are also available to members by logging into the music biz website.

○ Law Series: The Entertainment & Technology Law Conference Series was created to merge entertainment law issues with insight on the new technology and media concerns that are at the forefront of the entertainment and technologies industries. Known for debating hot topics and bringing together the most knowledgeable speakers, this is a must-attend event for anyone who wants the opportunity to interact with industry advocates and influencers. Our next event takes place in Nashville in conjunction with the annual convention.

○ Knowledge: Our whitepapers, infographics and research reports give members access to the important data and metrics needed to make smart decisions. As these are deliverables from our workgroups structure, these resources also allow members to showcase their company or expertise by participating in their creation.

Reef Polling:
We will be using this online class polling system as a way to foster engagement, participation and interaction during class. You are required to register for REEF and bring a device (computer, smartphone or tablet) to class. You may check out a laptop from the Music Computer Lab (MU-239). Because REEF is flexible across devices, you may participate by choosing one of the two options below:

1) REEF Polling app from your appstore

2) REEF Polling website – https://app.reef-education.com

To connect to this course use the link provided in Canvas. For further instructions please refer to the PDF file in the “getting started” module on the home area of Canvas. The REEF polling activities will count towards your attendance and participation grade. If you are not in class when a REEF polls is administered, you will receive a zero for that day’s participation and attendance grade. No make-ups will be given. Please note that any improper use of REEF by which you are not submitting your own work in class will be considered cheating.

Online enrollment requirements for music entrepreneurship departmental:
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To access certain course content for our music entrepreneurship departmental, students need to self-enroll in Canvas. To self-enroll, simply follow the link below:

https://unt.instructure.com/enroll/C7A367

Career Connect Reflection
As part of this course you will be required to complete a reflection component on the assignments you completed in class. You will be able to access these reflection components via the Foliotek link on Canvas. Your reflection submission will provide you with an opportunity to document your assignment submission processes.

Music Entrepreneurship Carrel (458) on reserve in the music library
https://iii.library.unt.edu/search/p?SEARCH=claure

This link refers you to the music entrepreneurship carrel available in the music library. It contains a variety of books and resources related to career development and music entrepreneurship.

Eastman Case Studies
Available online through our music library. You need to login to access the studies using your EUID.
https://digital.library.unt.edu/search/?fq=str_title_serial:%22The%20Eastman%20case%20studies%22

Online resources:

I highly recommend you sign up for the following blogs:

- Angela Beeching’s “Monday Bytes” weekly emails. Sign up at: http://angelabeeching.com/blog/
- Icadenza Blog: https://icadenza.com/blog/
- Astrid Baumgardner: http://www.astridbaumgardner.com/category/blog-and-resources/blog/
- http://aristake.com
- http://www.artsjournal.com/sandow/
- https://themarketedmusician.com/free-tools/

Additional online resources:

- Artist House Music: https://www.youtube.com/user/ArtistsHouseMusic/videos
- http://www.bobbyborg.com/advice/articles
- http://21cm.org/category/21cm-u/
- https://themarketedmusician.com/

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- UNT Music Entrepreneurship Website: www.career.music.unt.edu
- UNT Music Entrepreneurship Competition: http://career.music.unt.edu/competitions/entrepreneurship
- Follow our entrepreneurship program’s Facebook page at: www.facebook.com/UNTCareerDevelopmentMusic
- Follow our entrepreneurship program’s Instagram account: https://www.instagram.com/untmusiccareer/
- Subscribe to our entrepreneurship program’s YouTube account: https://www.youtube.com/channel/UCaNf3UU2kURHASx5uLon42g

**Various career development and music entrepreneurship articles and videos will be assigned throughout the course.**

**Course Projects:**

All components of the Senior Recital Capstone, including lessons, recital performance, and assignments must be completed during the registered semester in order to receive a passing grade for the course. The course requirements are:

1) **Recital Marketing Plan Assignment:** Students will prepare a plan to promote their recitals and build audience engagement.

2) **Bio Assignment:** Students will create a bio to be incorporated into their website.

3) **Program Notes:** The student will prepare program notes for the recital, including their own personal insights into the performance process. Performers: the program notes will include historical, theoretical and performance practice aspects of the works to be performed. The student will address the issue of historical performance practice (where appropriate) for music from different periods. They are to offer their own personal insights into the process including original solutions for technical/musical problems encountered. The program notes are to be incorporated into the recital program and students must prepare copies on their own to be attached to the official recital program.

Composers: Composers will be expected to articulate their artistic philosophy and any relevant technical, practical, and/or aesthetic issues relevant to the works programmed.

4) **Lecture Assignment:** The student will have the option to either discuss the lecture notes as part of their actual degree recital, or present a 5-8-minute lecture in their teacher’s studio class. As part of this oral presentation, students will discuss the musical, theoretical, textural and/or technical issues that require specific attention and how the knowledge in those areas influence the final performance.
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5) Website Assignment: Students will prepare a website including their bio, pictures, video, and any other relevant materials that could showcase the student’s professional skills. The website must include a video sample of student’s work. The duration must be between 10-15 minutes but can be longer if needed. **Note:** For promotional videos which feature several different clips, the duration can be 2-3 minutes long. Professional-quality headshots, action photos (you doing what you say you do), high-quality performance videos consisting of at least 10 minutes worth of featured performances (not just ensembles). A list of low-cost photographers and videographers can be found on the Career Development and Entrepreneurship in Music program’s page “photographers and videographers” page under “resources” on our program’s website (www.career.music.unt.edu). The College of Music Student Computer Lab has video editing software available for students who wish to bring in their self-made recordings.

6) Recital Performance: The senior recital performance is to be given at the College of Music or an off-campus approved location. Public performance of music is an important component of a vital community. The arts exist for the common good of the people of any culture and the senior recital is a perfect example of an artistic experience to be shared by the community at large.

**Grading**

Grading will be completed in consultation with your major/applied professor. Your grade will be a combination the following elements within the class.

- 6%: Marketing plan for your on or off-campus degree recital
- 6%: Bio assignment
- 6%: Program Notes
- 6%: Final Project: Website
- 6%: Class attendance and participation, reading/video assignments
- 5% Lecture presentation (as part of performer comments during recital or studio class) (graded by major/applied professor)
- 65%: Recital performance, lesson preparation, studio class/departmental attendance (graded by major/applied professor)

All assignments will be graded with the aid of rubrics.

Grades of Incomplete (I) are only given during the last few weeks of the semester to students in the most select of circumstances (such as sudden illness or family emergency) to students who are passing in the course at that time. Please see me if you have questions.

If you have an established disability as defined by the Americans with Disability Act, and would like to request accommodation, please see me before the second week of class begins.

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Late submissions:

Unless otherwise indicated, all assignments are due by 8:30am on the date listed on the syllabus. Any assignment or presentation made after the due date/time will be considered late. If you submit your assignment at 8:31am on the due date, it will be considered one day late.

Assuming the content is thorough:
Submitted on time: A
Submitted one day late: B
Submitted two days late: C
Submitted after that: no credit

Learning Center Support Services
For additional academic learning support, be sure to contact the Learning Center. You may find more information at: https://learningcenter.unt.edu

Writing Lab
Students can access free writing tutoring through the Writing Lab. For more information visit: http://writinglab.unt.edu

Academic Integrity
Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term “cheating” includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term “plagiarism” includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.
LINK: http://facultysuccess.unt.edu/academic-integrity
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**Student Behavior**
Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. *(Also see below, UNT Care Team)*

Link:  [https://deanofstudents.unt.edu/conduct](https://deanofstudents.unt.edu/conduct)

**Access to Information-Eagle Connect**
Your access point for business and academic services at UNT occurs at [my.unt.edu](http://my.unt.edu). All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect.

Link:  [eagleconnect.unt.edu/](http://eagleconnect.unt.edu/)

**ODA Statement**
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation. LINK:  [disability.unt.edu](http://disability.unt.edu), (Phone: (940) 565-4323)

**2018-2019 Semester Academic Schedule (with Add/Drop Dates)**

**Academic Calendar at a Glance, 2018-2019**
[https://www.unt.edu/catalogs/2018-19/calendar](https://www.unt.edu/catalogs/2018-19/calendar)

**Final Exam Schedule**
[https://www.unt.edu/catalogs/2018-19/calendar](https://www.unt.edu/catalogs/2018-19/calendar)
FINANCIAL AID AND SATISFACTORY ACADEMIC PROGRESS

Undergraduates
A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

Students holding music scholarships must maintain a minimum 2.5 overall cumulative GPA and 3.0 cumulative GPA in music courses.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. It is recommended that you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

LINK:  http://financialaid.unt.edu/sap

Retention of Student Records
Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university’s policy in accordance with those mandates.
Link: http://ferpa.unt.edu/

Responding to Students in Distress: UNT Care Team
Please visit the CARE Team website to tips to recognize students in distress and what you need to do in cases of extreme behavior or references to suicide.
Link:  http://studentaffairs.unt.edu/care

Counseling and Testing:
UNT’s Center for Counseling and Testing has an available counselor whose position includes 16 hours per week of dedicated service to students in the College of Music and the College of
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Visual Arts and Design. Please visit the Center’s website for further information: http://studentaffairs.unt.edu/counseling-and-testing-services. For more information on mental health issues, please visit: https://speakout.unt.edu.

The counselor for music students is:
Myriam Reynolds
Chestnut Hall, Suite 311
(940) 565-2741
Myriam.reynolds@unt.edu

Fall Term Schedule

Subject to changes and revisions.
For updates, please consult the electronic version of the syllabus available in Canvas

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<thead>
<tr>
<th>Topics</th>
<th>In-class assignments submission dates</th>
<th>Reading selections and video assignments.</th>
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<tbody>
<tr>
<td>Week 1: Senior Recital Capstone overview and introduction to music entrepreneurship</td>
<td></td>
<td>Complete these steps to acquire and familiarize yourself with required course materials:</td>
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<tr>
<td>● Intro To Entrepreneurship in Music and Career Development</td>
<td></td>
<td>1. Purchase semester pass for Coro by iCadenza by following the link below: <a href="https://members.icadenza.com/iclstudentpass/">https://members.icadenza.com/iclstudentpass/</a></td>
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<td>2. Self-enroll in Canvas Course “Music Entrepreneurship” by following the link below: <a href="https://unt.instructure.com/enroll/C7A367">https://unt.instructure.com/enroll/C7A367</a></td>
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<td>3. Sign into lynda.com (using “organization portal”, enter</td>
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<td>Week</td>
<td>Tasks</td>
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<td><strong>unt.edu, then your EUID to login</strong></td>
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<td>4. Sign up for a free Music Biz UNT student membership by filling out this <a href="#">link</a>. Make sure you use your unt.edu email address.</td>
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<td><strong>Week 2:</strong></td>
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| ● Finding Your Life’s Purpose, Your “Why”  
 ● Defining your Career Goals and Definition of Success | Due Sept 6th:  
 1. Watch and comment on “How I Stopped Asking for Permission To Have a Career in Music” by Sarah Robinson  
 2. Watch Coro by iCadenza Course: Mission Into Action by Jennifer Rosenfeld. Fill out worksheet and attach to discussion board.  
 3. Watch TED Talk by Simon Sinek.  
*Optional additional Coro course: “How Do You Define Success in Music” by Michael Alexander and Charles Hansen. Fill out worksheet and attach to discussion board.* |
| **Week 3:** | Due: Sept 13th:  
 2. Listen and comment on Seth Godin’s audio recording “Live at Carnegie Hall.” To better |
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<th>Week 4:</th>
<th>Due Sept 20th</th>
<th>Due Sept. 20th:</th>
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<tbody>
<tr>
<td>● Marketing strategies for your senior recital</td>
<td>Post date of recital in Canvas discussion board</td>
<td>1. Read and comment on “Complete marketing process overview by Bobby Borg” (look for the PDF in Canvas under Pages”).</td>
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<td>2. Watch Coro by iCadenza Micro-Course “Where Are My Fans? How To Build and Engage an Audience” by Chrystanthe Tan. Fill out worksheet and attach to discussion board.</td>
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<tr>
<th>Week 5:</th>
<th>Sept. 27th: Bring your marketing plan drafts to class for feedback</th>
<th>Due: Sept 27th</th>
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<tbody>
<tr>
<td>● Marketing plan preliminary (non-graded) presentations and student/instructor feedback</td>
<td>Watch and comment on Coro Micro-Courses: 1) The Musical Entrepreneur: How To Spread Your Message by David Taylor 2) Audience Identification by Annie Phillips</td>
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<tr>
<th>Week 6:</th>
<th>Due Oct. 4th: Final version of marketing plans are due (with incorporated feedback)</th>
<th>Due October 4th</th>
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<tr>
<td>● Program notes</td>
<td></td>
<td>1) Watch and comment on Adam La Spata’s Program Note Writing presentation. 2) Read and comment on 6 Steps to Better Program Notes by Gerald Klickstein</td>
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<td>Optional: 3) Watch Coro Micro-Course “Writing to Build Your Audience” by Nathan Cole</td>
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follow the Q&A section at the end, please sign up to receive the speech transcript at: http://www.andrewhitz.com/sethgodinbook
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### Week 7:
- **Developing Your Promotional Materials**
  
  **Due Oct 11th:**
  - Program notes due

  1. **“Why you Need a Better Bio”** 4-part series by Angela Beeching.
  
     2. **Step 1:** Read “How to Build a Better Bio - Musicians Can We Get Real?” by Angela Beeching. **Step 2:** Watch the Live Facebook video post related to this article.

     * Optional: You can also join her “Musicians Making It” FB group to have direct access to this type of informational content.

  3. Read and comment on "Using Your Brand to Write Your Professional Bio" by Astrid Baumgartner [blog]

### Week 8:
- Bio Writing workshop preliminary (non-graded) presentations and student/instructor feedback

  **Oct. 18th**
  - Bring your bio draft to class for feedback

### Week 9:
- Money Management
  - Class presentations and feedback
  
  **Due Oct. 25th**
  - Final version of bios are due (with incorporated feedback)

  1. Watch and comment on Coro Micro-Course “Managing Your Money” by Jonathan Kuuskowski

### Week 10: Financial management

  **Due Nov 1st:**
  - Watch and comment on Coro Micro-Course “Managing Your Money” by Jonathan Kuuskowski

  2. Read and comment on Financial Management For
| Week 11: Developing an Online Presence | Due Nov. 8th: Read and comment on: 
| | 1. Using Your Fridge To Improve Your Website? By Angela Beeching |
| | 2. Read and comment on: Musician Web Design Solutions by Angela Beeching |
| | 3. A Beginners Guide to SEO by Steve Testone |
| | *Optional: Watch and comment on video workshop: Developing Your Online Presence: Websites, Social Media, and Email Marketing
| | Use this slideshow for additional reference regarding Thomas’s workshop. |

| Week 12: Examples of Entrepreneurial Musicians, Networking, Transitioning from School into the Professional World | Due Nov. 15th: 
<p>| | 1. Choose your favorite examples from our list of entrepreneurial musicians (in canvas) and be ready to present what you liked about them. |
| | 2. Read and comment on: “Your Five Next Career Moves” by Angela Beeching |
| | 3. Read and comment on: What Will Happen When You Graduate From Music School |</p>
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<tr>
<th>Week 13:</th>
<th>Nov. 22nd NO CLASS: Thanksgiving Holiday</th>
<th>Nov. 22nd</th>
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<tr>
<td>Week 14: Website workshop preliminary (non-graded) presentations and student/instructor feedback</td>
<td>Due Nov. 29th: Bring your website to class for feedback</td>
<td>Due Nov 29th:</td>
</tr>
<tr>
<td>Week 15: Student website presentations and feedback.</td>
<td>Due Dec 6th Final version of websites are due (with incorporated feedback)</td>
<td>Due Dec 6th: In class student website presentations and feedback</td>
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<td>Due Dec. 10th Career connect reflection (in ePortfolio)</td>
<td>Note: We will not meet during finals week. Your final project (website) will be presented during the last two weeks of classes</td>
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