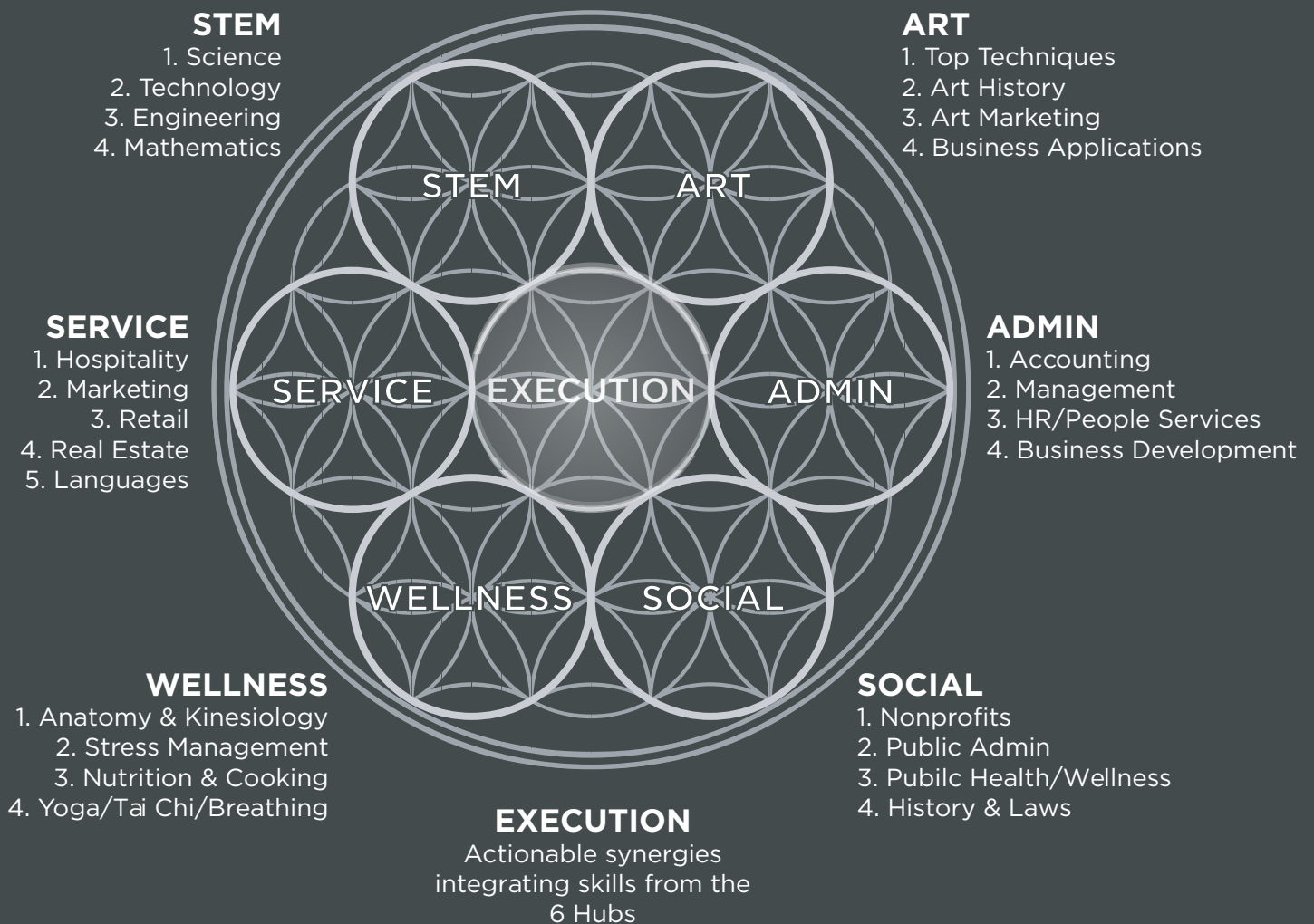


MULTIDIMENSIONAL EDUCATION

by Alfonso Corona & Jose Uribe Gaudry
for ArtEssential.org

Creators & Co-Creators

Friends or Family Learning in Pairs Useful Life Skills
Developing Emotional Intelligence & Communication Skills
Mastering Business Development Applications & Programs
Afterschool & Weekend Programs for Everyone ages 12 and up



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ART

1. Top Techniques

- Drawing/Painting
- Ceramics
- Printmaking
- Sculpture
- Photography & Film
- Graphic Design

2. Art History

- Pre-Historic Greek, Roman
- Medieval
- Renaissance
- Baroque
- Rococo
- Neoclassical
- Romanticism
- Academic Art
- Realism
- Impressionism/Post
- Symbolism
- Expressionism
- Cubism
- Futurism
- Abstract
- Dada
- Precisionism
- Surrealism
- Art Deco
- Pop Art
- Photorealism
- Conceptual & Installation

3. Art Marketing

- Pricing, Supply & Demand
- Online Sales & Social Media
- Galleries, Art Fairs & Retail
- Collectives & Communities

4. Business Applications

- Industries Consuming Art
- Industry Uses & Applications
- Grants & Public Art
- Art as Wellness Tool
- Art as Community Resource
- Art as Communication Medium



Art Program Overview

- Program Duration: 30 to 40 hours
- Class Duration: 2 hours for theory and up to 4 hours for workshop/hands-on
- Graduation Requirements: Artist Logbook, Portfolio with Top Techniques, Art Exhibition, Online Store, Business Plan.

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SERVICE

1. Hospitality

- Hotels & Resort Operations
- Restaurants & F&B Operations
- Event Production & Management
- Travel Planning
- Cruis Ships & Destination Resorts
- Upper Hospitality Management
- Customer Service

2. Retail

- Supply & Demand
- Inventory, Supply Chain, Forecasting
- Retail Customer Service
- Retail Management
- Pop Up Store Development

3. Marketing

- Understanding Industries
- Communication Tools
- Marketing Tools
- Distribution Channels
- Customer Service
- Career Opportunities

4. Real Estate

- Regional and National Housing Markets
- Market Analysis
- Fiscal Policies, Taxes & Regulations
- Real Estate Development vs Sales
- Real Estate Entrepreneur Program
- Brokerage, Closings & Admin



Service Program Overview

- Program Duration: 70 to 80 hours
- Class Duration: 2 hours for theory and up to 4 hours for hands-on classes
- Graduation Requirements: Hospitality Internship, Retail Internship, Marketing Agency Internship, Real Estate Internship. Complete a minimum of 40 hours hands-on internship on each field.

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ADMIN

1. Accounting

- Excel & Accounting Principles
- Budgeting / Forecasting
- Preparing Financial Statements
- Entrepreneurship & Controllers
- Taxes & Legal Requirements

2. Business Management

- Types of Organizations & Industries
- CRM, SAAS, etc
- Innovation, Change, Disruption, Evolution
- Best Practices & Team Management
- Sources of Finance & Revenue
- Business Appraisal & Development

3. HR / People Services

- Equal Employment Opportunity
- Job Analysis & Corporate Structures
- Recruiting
- Orienting & Developing Employees
- Rewards, Bonus & Pay Plans
- Employee Benefits
- Employee Rights & Discipline
- Work Safety & Corporate Culture

4. Business Development

- Analysis of Strengths, Weaknesses, Opportunities & Threats
- Develop skills to recognize, identify, test and exploit opportunities
- Complex Business Problems (i.e. business problems with no 'right answer')
- Challenging Assumptions
- Communication Skills, Thought Processes, & Business Emotional Intelligence



Service Program Overview

- Program Duration: 60 to 70 hours
- Class Duration: 2 hours for theory
- Graduation Requirements: Create a 12-month Financial Budget for your Business Model including Profit & Loss (P&L), Cashflow, Cost of Goods/Services, etc. Create 2 different Business Management Models that include software platforms and 12-month road map. Describe an 'ideal' HR Dept for your business models. Create a Business Development Consulting analysis for your new endeavours.

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WELLNESS

1. Anatomy & Kinesiology

- Human Anatomy (Systems)
- Kinesiology (Bones, Muscles, Movement)
- Organ Functions & Main Interactions
- Glandular & Vascular Management
- Boosting Health

2. Stress Management

- Nondogmatic Meditation
- Mindfulness
- Breathing Techniques
- Art as Wellness Tool
- Wellness Therapies for SM

3. Nutrition & Cooking

- Nourishment
- Nutrition & Human Body
- Metabolism & Diseases
- Cultural Aspects of Nutrition
- Digestion: Carbs, Lipids, Proteins
- Vitamins, Minerals & Supplements
- Cooking with 4 elements (Fire, Air, Water & Earth)

4. Yoga, Tai Chi & Movement Modalities

- Building Endurance, Strength, Balance & Flexibility
- Yoga Flows
- Tai Chi Flows
- Bodywork Training
- Careers & Business Development



Service Program Overview

- Program Duration: 40 to 60 hours
- Class Duration: 2 hours for theory and up to 4 hours for hands-on cooking classes
- Graduation Requirements: Anatomy & Kinesiology Quiz. Develop a daily meditation or mindfulness practice (5 min). Nutrition Quiz. One balanced cooking recipe prepared with each element (Fire, Air, Water & Earth), photos of the four prepared recipes in the end.

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SOCIAL

1. Nonprofits

- Administration, Boards
- Grants & Fundraising
- Empowering Missions
- Corporate Synergies & Sponsorships
- Local Governments & Regulations

2. Public Admin

- Admin Structures
- Civic Engagement
- Methodology & Communications
- Political Science
- Diversity, Inclusion and Future Planning

3. Public Health / Wellness

- Nourishment
- Ten essential services of public health
- Social class, racism, discrimination and privilege in public health systems
- Regulatory systems
- History of public health and impact of globalization
- Inter-professional teamwork

4. History & Law

- TBD by Pepe



Service Program Overview

- Program Duration: TBD
- Class Duration: TBD
- Graduation Requirements: TBD