



EXCERPT

USER GUIDE FOR THE BUSINESS LEADER

Art & Mindfulness for Business Groups.

Virtual Program for Creativity and Well-being



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1. Introduction

Dear business leader,

Welcome! I am Veronica Huacuja (pronounced wu-a-koo-ha). I'm a professional plastic artist and a seasoned online art teacher. (1)

As an art facilitator, I believe all people can create art and, in doing so, enrich our lives.

Besides reading this User Guide, I suggest that you also review the Session Plans that accompany it in order to understand the program, its educational method, objectives, and benefits for the students.

2. Background

Nowadays, companies are seeking to create a favorable organizational environment that improves the emotional state of the worker and enhances their intra and interpersonal competencies (soft skills). This is achieved by aligning their internal Social Responsibility (SR) programs with the 2030 Agenda for the Sustainable Development Goals (SDGs), among other policies.

This program incorporates key elements from the cited reference that enrich its goals, such as:

- Help avoid work-related stress by introducing plastic arts and artistic creation to workers, encouraging self-awareness of their artistic creative abilities, and developing them.
- In addition, the practice of Mindfulness complements the previous aim, since it promotes the use of techniques for achieving a serene physical, emotional, and



intellectual state of the collaborator. The latter because the practice of Mindfulness enhances their experience for achieving meaningful learning.

3. Program goals

- **For the company. The comprehensive aim is to enhance work motivation** by helping generate harmonious work environments for their employees, offering them a space for artistic creation—drawing, painting or sculpting in clay—. In this way, the business organization promotes the enrichment of the lives of its internal collaborators.
- **For the worker. The comprehensive aim for the worker** is to make him or her aware of the opportunity to build a personal space, their own “window” to a different world from their daily reality that stimulates on them artistic recreation and creation. And thus, to enhance their lives.



4. Participants profile

The participants must have:

- The interest and understanding of the benefits of the course. Also, they must know its length, frequency, and duration of each session, as defined in the following section. They must have a punctual attendance in each session to achieve the desired group and individual results.
- A desktop computer or digital tablet.
- A good internet speed.
- Access to Zoom or Teams.



5. Program structure

Each course comprises:

- 6 sessions.
- Each session lasts 90 minutes.
- The frequency of each session is weekly (in consecutive weeks).
- The schedule is previously defined according to the availability of the group and myself as the facilitator.
- The dynamic of each session is contained in a Session Plan, in which the learning aims are described in detail. There are 6 Session Plans: 1 for each session. This component is described in Point 7.
- The group must select the course, activity, and technique of their interest. Based on this, I provide advice on the material they must acquire from vendors via online (amazon.com).

The following is the structure of the program and its courses:



ART & MINDFULNESS FOR BUSINESS

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EDUCATIVE OFFER

ACTIVITIES (To select)	TECHNIQUES & Materiales (To select)	COURSES (To select)	DESCRIPTION of the Course	No. SESSIONS (90 min each)
PAINTING & DRAWING	Tradicional Techniques. Pencil, oil painting, watercoloring, pastels or color pencils O else: Digital Technique. Desktop or digital tablet, Photoshop	COURSE 1. Painting Faces	Male & female face and head. Construction, proportion, front view, profile, three-quarters, head foreshortening.	6
		COURSE 2. Painting Bodies	Male & female human body. Construction, proportion. At rest and in movement	6
		COURSE 3. Painting Landscapes	Vanishing points. Composition. Seascapes, forests, deserts, mountains.	6
		COURSE 4. Painting A Still Life	Vanishing points. Composition. Vase, flowers, fruits, tableware, glass bottles and coppermade pots.	6
SCULPTING	Traditional Technique. plasticine, epoxic clay or cold porcelain. Base, spatulas, clamps, wire (armor).	COURSE 5. Sculpting Faces	Male & female face and head. Construction, proportion. Emotions on a face.	6
		COURSE 6. Sculpting Bodies	Male & female human body. Construction, proportion. At rest and in movement.	6

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1 You'll find my academic training and professional experience at

https://veronica.mx/resume_vh-Engl.x50678.jpg