

SYLLABUS

ART 189: Introduction to Exhibition Practices

Instructor: Sarah Cunningham, Atkinson Gallery Director, sbccunningham@sbcc.edu, x3484
Office Hours: Tuesdays, 4pm-5pm and by appointment (Really! I'm available!)

Course Day/Time/Location:

Tuesdays, 5:15pm-7:35pm, H221 + 27 hours gallery practicum (lab)/semester, H202

Course Description

Provides an introduction to exhibition practices for both gallerists and artists including the basic skills of exhibition planning (from proposal to design), installation (hanging, lighting, labeling), marketing, and budgeting. Gallery practicum and field trips are required.

Course Objectives

Upon satisfactory completion of the course, students will be able to:

1. Define and demonstrate the ability to use the elements (point, line, shape/form, space, light, color, texture, time & motion) and the principles (balance; emphasis; size, scale & proportion; repetition, rhythm & pattern; unity, & variety) of design as the basis for exhibition design, portfolio development and marketing materials.
2. Safely use the basic tools, techniques and materials used in exhibition design and installation.
3. Write an exhibition proposal in which they determine an audience, express central idea in a thesis statement, and support ideas with detail and evidence.
4. Analyze exhibition concepts and designs viewed and discussed during in-class critiques and field trips.
5. Create a balanced exhibition budget.
6. Implement a marketing strategy including identifying visual branding, target audiences and types of media.

Student Learning Outcomes

1. Apply established elements and principles of design in creating marketing materials and exhibit designs.
2. Analyze their own exhibition concepts and those of others using a well-reasoned basis for critique.
3. Operate exhibition construction tools skillfully and safely.

Assignments

1. Class Participation, ongoing: 10%
 - a. You must be present, prepared and engaged to receive participation credit.
2. Gallery Practicum, 27 hours completed by 5/12/15: 15%
 - a. You must complete ALL 27 hours of the practicum to receive any credit (no pro rata).
Sign Up on Google Doc (linked to MOODLE and sent by email by 1/27)
3. Quizzes (3 total), Due 2/17, 4/21 & 5/12: 15%
 - a. In-class MOODLE quizzes
4. Exhibition Budget, Due 4/14: 5%
 - a. Using provided worksheet prepare a budget for your proposed exhibit.
5. Artist/Exhibition Statement, Due 3/10: 10%
 - a. 500 words uploaded to MOODLE by 11:59pm*
6. Marketing Plan & Press Release, Due 4/7: 5%
 - a. 1 page each (Marketing Plan & Press Release) uploaded to MOODLE by 11:59pm*
7. Gallery/Museum Field Trip Write Ups (2 total): Due 3/3 & 3/24: 10%
 - a. 150 words each uploaded to MOODLE by 11:59pm*

8. Art Department Event Attendance (2 total), Due 4/24/15 (last event): 5%
 - a. Use sign-in sheets at events to receive credit
9. Framed Artwork/Family Photo, Due 4/28: 5%
 - a. 5"x7" piece matted and framed and ready to hang (i.e., wired) due at start of class.
10. Oral Final Presentation, Due 5/5/15: 10%
 - a. 10-minute oral presentation of your exhibit proposal including images.
11. Written Final Presentation, Due 5/12/15: 10%
 - a. Revised & Combined packet includes Exhibit Statement, Budget, Marketing Plan & Press Release, Images uploaded to MOODLE by 11:59pm*

**If you miss class/or don't fully participate during class the day an assignment is due, it will be counted as late even if you upload it to MOODLE by the 11:59pm deadline (i.e., don't skip class or use class time to finish your assignment)*

Course Schedule

WEEK 1: 1/20

Introduction, Syllabus Review, Visiting Artist: Jillian McDonald

WEEK 2: 1/27

What is a museum? What is a gallery?

Reading Due: G. Ellis Burcaw, Introduction to Museum Work, pages 13-55

Sign up for Practicum Hours

WEEK 3: 2/3

The Work of a Curator

Reading Due: Karen Love, Curatorial Toolkit

WEEK 4: 2/10

Exhibition Logistics

Readings Due:

(1) Elizabeth Bogle, Museum Exhibition Planning & Design, pages 247-320

(2) Barry Lord & Maria Piacente, Manual of Museum Exhibitions, pages 359-372

SCHOOL/GALLERY CLOSED 2/13-16

WEEK 5: 2/17

Commercial Galleries

Reading Due: Edward Winkleman, How to Start and Run a Commercial Art Gallery, pages 1-8, 25-44, 111-127

QUIZ

WEEK 6: 2/24

IN-CLASS FIELD TRIP: Sullivan Goss – An American Gallery

**NOTE: Class will meet at Sullivan Goss at 5:30pm. Gallery is located at 7 East Anapamu Street.*

ATKINSON GALLERY INSTALL WEEK: 2/20-2/27

WEEK 7: 3/3

The Exhibiting Artist

Readings Due:

(1) Heather Darcy Bhandari & Jonathan Melber, Art/Work: Everything You Need to Know (and Do) As You Pursue Your Art Career, pages 135-189

(2) Sarah Thornton, Seven Days in the Art World, Chapter 6: The Studio Visit, pages 181-217

Write-Up Due: Field Trip to Sullivan Goss

WEEK 8: 3/10

Inner Workings of Museums: Collection Care

Reading Due: Timothy Ambrose and Crispin Paine, Museum Basics, 3rd Edition, pages 233-267

WEEK 9: 3/17

IN-CLASS FIELD TRIP: UCSB Art, Design & Architecture Museum

NOTE: Class will meet at UCSB ADA Museum at 6:00pm, Museum is located on UCSB campus at 552 University Road.

WEEK 10: 3/24

Arts Marketing

Reading Due: Ellen Rosewall, Arts Management: Uniting Arts and Audiences in the 21st Century, pages 198-241

Write-Up Due: Field Trip to UCSB ADA Museum

SCHOOL/GALLERY CLOSED: 3/28-4/5

WEEK 11: 4/7

Exhibit Budgets

Readings Due:

(1) Barry Lord & Maria Piacente, Manual of Museum Exhibitions, pages 373-378

(2) Heather Darcy Bhandari & Jonathan Melber, Art/Work: Everything You Need to Know (and Do) As You Pursue Your Art Career, pages 191-221

Due: Marketing Plan/Press Release

ATKINSON GALLERY STRIKE & INTAKE WEEK: 4/6-10

WEEK 12: 4/14

Gallery Education

Reading Due: Helen Charman, Katherine Rose and Gillian Wilson, editors, The Art Gallery Handbook: A Resource For Teachers, pages 52-65

Due: Exhibition Budget

ATKINSON GALLERY INSTALL WEEK: 4/12-17

WEEK 13: 4/21

Reading Due: TBD

Matting/Framing Demo

QUIZ

NOTE: Last Art Department Event is 4/24

WEEK 14: 4/28

Museum as Muse

Readings Due:

(1) Kyanston McShine, The Museum as Muse: Artists Reflect, pages 11-23

(2) Ivan Karp and Fred Wilson, *Construction the Spectacle of Culture in Museums* (in Greenberg, et al, ed.), pages 251-267

Due: Framed artwork or family photo

WEEK 15: 5/5

Due: Oral Presentation of Exhibit Project

WEEK 16: FINAL: 5/12 5:15pm (as per SBCC Final Exam Schedule)

QUIZ at 5:15pm

COMPLETED FINAL PROJECTS DUE on MOODLE at 11:59pm

Required Readings: POSTED ON MOODLE (except first week by email)

Timothy Ambrose and Crispin Paine, Museum Basics, 3rd Edition

- Unit 59: Preventive conservation: principles, pages 233-237
- Unit 60: Environmental monitoring and control: light, pages 237-241
- Unit 61: Environmental monitoring and control: humidity and temperature, pages 241-245
- Unit 62: Environmental monitoring and control: air pollution/pest and insect attack, pages 245-248
- Unit 63: Materials testing, pages 249-252
- Unit 64: Storage; principles, pages 252-257
- Unit 65: storage; practice, pages 257-263
- Unit 66: handling, packing and moving collections, pages 264-267

Heather Darcy Bhandari & Jonathan Melber, Art/Work: Everything You Need to Know (and Do) As You Pursue Your Art Career

- Chapter 7: Showing Your Work, pages 135-160
- Chapter 8: Rejection: It's Not You, It's Them, pages 161-170
- Chapter 9: Getting Your Work to the Show, pages 171-189
- Chapter 10: Consignments, pages 191-221

Elizabeth Bogle, Museum Exhibition Planning & Design

- Chapter 4: Shape Form and Space, pages 247-320

G. Ellis Burcaw, Introduction to Museum Work

- Part I: Museums and Collections (partial), pages 13-55

Helen Charman, Katherine Rose and Gillian Wilson, editors, The Art Gallery Handbook: A Resource For Teachers

- Part 2: Learning in Galleries, pages 52-65

Reesa Greenberg, Bruce W. Ferguson and Sandy Nairne, editors, Thinking About Exhibitions

- *Construction the Spectacle of Culture in Museums* by Ivan Karp and Fred Wilson, pages 251-267

Barry Lord & Maria Piacente, Manual of Museum Exhibitions

- Chapter 20: Fabrication and Installation, pages 359-372
- Chapter 21: Financial Planning, pages 373-378

Karen Love, Curatorial Toolkit

Kyanston McShine, The Museum as Muse: Artists Reflect

- Introduction, pages 11-23

Ellen Rosewall, Arts Management: Uniting Arts and Audiences in the 21st Century

- Chapter 13: Marketing and Arts Development, pages 198-217
- Chapter 14: Marketing Techniques, pages 218-241

Sarah Thornton, Seven Days in the Art World

- Chapter 6: The Studio Visit, pages 181-217

Edward Winkleman, How to Start and Run a Commercial Art Gallery

- Chapter 1: Education: How to Learn What You Don't Know Before opening A Commercial Art Gallery (partial), pages 1-8,
- Chapter 3: Business Models and Customary Practices: The Primary Market, pages 25-44,

- Chapter 9: Logistics: Crating, Shipping, Framing, Photographing, Managing, and Insuring Artwork, pages 111-127

Recommended Reading

Smithsonian Guidelines for Accessible Exhibition Design

Required Materials & Tools:

Archival matt board
 Frame components & hardware
 Wire
 Archival Tape
 Matt knife
 Bevel cutter

Art Department Events

(Attendance required at a minimum of 2 events – receive credit by signing in)

SPRING 2015 EXHIBITIONS

In the Atkinson Gallery (in H202)

- Valley of the Deer: Jillian McDonald, January 23-February 20, 2015, Reception: Friday, Jan. 23, 5-7pm
- Missing Rib: Maria Rendón, February 27-March 27, 2015, Reception: Friday, Feb. 27, 5-7pm
- Annual Student Exhibition, April 17-May 8, 2015, Reception: Friday, April 17, 5-7pm

In the Annex Student Gallery (in the Gourmet Dining Room)

- From Beginning to End, February 4-March 20, 2015, Reception: Wednesday, Feb. 4, 5-7pm
- Title TBD, March 25-May 8, 2015, Reception: Wednesday, Mar. 25, 5-7pm

SPRING 2015 ARTS LECTURES

- Friday, January 23: Jillian McDonald, artist, 4pm, A211
- Friday, February 20: Kenyon Hansen, artist, 4pm, A211
- Wednesday, March 4: Gail Levin, art historian, 4:30pm, PS101
- Wednesday, March 11: Maria Rendón, artist, 4:30pm, PS101
- Wednesday, April 8: Sylvester Okwunodu Ogbechie, art historian, 5pm, PS101
- Friday, April 24: David Humphrey, artist, 4pm, A211

SPRING 2015 Art DEPARTMENT FIELD TRIP

- Friday, March 6, Getty Center

Disabled Student Programs & Services (DSPS) Syllabus Statement:

SBCC students with verified disabilities who are requesting academic accommodations should use the following procedure:

- Step 1: Obtain documentation of your disability from a licensed professional. You may use the “Disability Verification Form” found at www.sbcc.edu/dsps.
- Step 2: Make an appointment to meet with a DSPS Specialist to review your documentation and discuss reasonable accommodations. To schedule a meeting, please call DSPS at [\(805\) 730-4164](tel:8057304164).
- Step 3: Bring your disability documentation to your DSPS appointment. The DSPS office is located in room 160 of the Student Services building.
- Step 4: Each semester, reach written accommodation agreement with the DSPS Specialist and your instructor.

Please complete this process in a timely manner to allow adequate time to provide accommodation.

** SYLLABUS SUBJECT TO CHANGE * STUDENTS WILL BE NOTIFIED VIA EMAIL & MOODLE **