This course introduces students to the practical elements of designing, installing, and managing art gallery exhibitions and developing personal art portfolios. Students will solve design-related problems through hands-on practice planning, designing, installing, and publicizing exhibitions. In addition, students will develop skills and knowledge related to designing and presenting their personal art portfolios. 

**JUSTIFICATION FOR COURSE:**

As art students progress through our program, we will ensure that students get an opportunity for a well-rounded education in art. One aspect of art making that is often overlooked is professional business practices: portfolio development, gallery presentations, installations, promotions, and marketing. This class will cover these practical aspects so that a student may have a better understanding on developing a career in the visual arts beyond creating artwork. It is also a valuable class for students considering a curatorial career. Proposed GE placement Area C.

**PREREQUISITES:**

**COREQUISITES:**

**ADVISORIES:**

**ASSIGNED DISCIPLINES:**

Art

Art history

**MATERIAL FEE:** Yes [ ] No [X] Amount: $0.00

**CREDIT STATUS:** Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

**GRADING POLICY:** Pass/No Pass [X] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

**OPEN ENTRY/OPEN EXIT:** Yes [ ] No [X]

**TRANSFER STATUS:** CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]

**BASIC SKILLS STATUS:** Yes [ ] No [X] LEVELS BELOW TRANSFER: Not Applicable

**CALIFORNIA CLASSIFICATION CODES:** Y - Not Applicable

**NON CREDIT COURSE CATEGORY:** Y - Not applicable, Credit Course

**OCCUPATIONAL (SAM) CODE:** E

**REPEATABLE ACCORDING TO STATE GUIDELINES:** No [X] Yes [ ] NUMBER REPEATS:

**REQUIRED FOR DEGREE OR CERTIFICATE:** No [ ] Yes [X]

Art(Associate in Arts)

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**GE AND TRANSFER REQUIREMENTS MET:**
COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Identify the elements that go into the successful management of an art opening.
2. Appraise the creative advantages of specific methods of portfolio design.
3. Formulate a production schedule for an art opening.
4. Formulate a plan for an art exhibition including: a) thematic integration b) installation and deinstallation c) publicity d) opening reception
5. Demonstrate working knowledge of exhibition design including the handling of art, hanging the exhibit, lighting the exhibit, and deinstalling the exhibit.
6. Demonstrate the ability to document one's artwork and enter a gallery art show.

COURSE OBJECTIVES:

1. Describe the inner workings of a gallery/museum structure.
2. Develop the skills needed to photographically document one's artwork and understand the procedure of entering one's artwork in a gallery art show.
3. Demonstrate an understanding of the elements that go into the successful management of an art opening.
4. Develop a public relations program for an art exhibition and portfolio.
5. Demonstrate the basics of exhibition design and gallery techniques.
6. Formulate a theme for an art exhibition.
7. Manage opening night events.
8. Demonstrate the basics of portfolio design techniques.
9. Interpret and use language of the trade.

COURSE CONTENT:

LECTURE CONTENT:

A. Introduction to the art world
   1. Gallery
   2. Museum
   3. Non-traditional space
   4. Social Media
B. Exhibition Techniques
   1. Layout of works in exhibition space
   2. Transport and/or delivery of artworks
   3. Records and loan paperwork
   4. Color scheme for exhibition space
   5. Framing (for 2D works)
      a. Traditional
      b. Modern
      c. Alternative
   6. Placing work in space prior to hanging
   7. Correct mounting and hanging of works
   8. Construction of display panels, labels, wall texts, and pedestals (for 3D works)
   9. Model and maquette making
   10. Deinstallation and return of artwork
C. Lighting and Sound Effects
   1. Types of lighting
      a. Direct
b. Spots
c. Floods
d. Indirect
e. Natural
f. Directional Diffused
g. Halogen
h. High Intensity

2. Sound
   a. Stereo
   b. CD/Audio tours
   c. Streaming
d. Audio formats

D. Public relations and programming
   1. Targeting an audience
   2. Writing a press release
   3. Print media
   4. Digital media
   5. Social media

E. Brochure and Postcard Preparation
   1. Layout
   2. Printing and Printers
   3. Post office Regulations
      a. size
      b. weight
      c. style
      d. expense

F. Presentation of educational materials/labels and signage
   1. Style
   2. Content
   3. Layout/Design
   4. Printing

G. Management of art openings and receptions
   1. Creative use of space
   2. Materials and equipment
   3. Promotions and Marketing

H. Curatorial Process
   1. Thematic concerns
   2. Cultural & Social issues
   3. Content development
   4. Care and conservation

I. Portfolio Design
   1. Photographing Work
   2. Presentation
   3. Artist statement
   4. CV

LABORATORY CONTENT:

A. Design the exhibition
   1. Select an appropriate theme
   2. Select appropriate artworks
B. Create a layout plan for exhibition
C. Choose color scheme for exhibition
D. Arrange for artwork transportation and delivery
E. Frame and mount artworks
F. Install artworks
G. Complete loan paperwork and condition reports
H. Construct display panels
   I. Write wall labels and wall texts
J. Arrange lighting in gallery
K. Set up sound
L. De-install artwork and create a plan for its return
M. Write a draft press release for the exhibition's target audience
N. Create a social media strategy
O. Design a public relations campaign including digital and print media
   1. Create a brochure and postcard
   2. Create a poster
P. Manage exhibition opening and reception
Q. Photograph artwork for personal portfolio
R. Present personal portfolio
S. Write a draft artist statement
T. Write a draft CV

METHODS OF INSTRUCTION:

A. Lecture:
B. Lab:
C. Field Experience:
D. Independent Study:

INSTRUCTIONAL TECHNIQUES:

Lecture, hands-on learning, critique, field trip, lab practice

COURSE ASSIGNMENTS:

Reading Assignments

A. Read articles and books on gallery and exhibition design.
B. Read and evaluate catalogs, press releases, social media campaigns, and educational and other available materials from recent exhibitions.
C. Read articles and books on creating a portfolio and artist statement.

Out-of-class Assignments

A. Visit a museum and/or gallery show and write a review on what was experienced.
B. Complete reading and writing assignments, including an exhibition review.

Writing Assignments

A. Write an artist statement.
B. Write a museum or gallery review about an exhibition that the student attended that uses appropriate vocabulary and evaluates the exhibition's artwork and display choices.
C. Design and produce promotional and written materials for art exhibition (i.e. wall texts, labels, publicity, and/or catalog essay).

METHODS OF STUDENT EVALUATION:

Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Objective Examinations
Projects (ind/group)
Problem Solving Exercises
Demonstration of Critical Thinking:
Building an exhibition from the beginning. Creating a portfolio of work including photographs of work, a CV, and an artist statement.

Required Writing, Problem Solving, Skills Demonstration:
Production of written material for a gallery show, written review of a gallery or museums exhibition, work at the gallery shows or opening, and show a complete finished art portfolio.

TEXTS, READINGS, AND RESOURCES:

TextBooks:

LIBRARY:

Adequate library resources include:

Comments:

Attachments:

Attached Files