Modesto Junior College
Course Outline of Record

ART 150

I. **OVERVIEW**
The following information will appear in the 2012 - 2013 catalog

| ART 150 | Gallery Operation and Management | 3 Units |

**Recommended for Success:** Before enrolling in this course, students are strongly advised to satisfactorily complete ART 160 or satisfactorily complete ART 164 or satisfactorily complete ART 165.

Introduction to the various aspects of operation and management of an art gallery which entails exhibition organization, hanging, publicity, curation, and jurying.

Four Maximum completions.
Field trips are required.  (A-F or P/NP - Student choice) Lecture /Lab
Transfer: (CSU) General Education: (MJC-GE: Activities )

II. **LEARNING CONTEXT**
Given the following learning context, the student who satisfactorily completes this course should be able to achieve the goals specified in Section III, Desired Learning:

A. **COURSE CONTENT**

1. **Required Content:**
   
   a. Gallery preparation techniques
      
      i. Museum standards/codes

   b. Exhibition design and production
      
      i. Relevant flow of visitor traffic
      ii. Choices of gallery color and presentation

   c. Exhibition planning
      
      i. Correspondence with artists
      ii. Knowledge of shipping arrangement and insurance.

   d. Selection of the artworks and curating techniques.
      
      i. Thematic relevance to the community
      ii. Curatorial essays

   e. Creation of exhibition publicity
      
      i. Writing press releases
      ii. Providing press and public education
f. Techniques and problem solving for traditional and non-traditional exhibitions
   i. Exploration of creative installation options

g. Issues of public safety and accessibility in exhibition design and installation.

h. Shop management
   i. Inventory of supplies
   ii. Construction and repair of pedestals
   iii. Appropriate lighting techniques

2. Required Lab Content:

a. Creation of publicity material
   i. Exhibition announcements
   ii. Exhibition posters
   iii. Exhibition brochures
   iv. Didactic panels

b. Gallery preparation
   i. Repair
   ii. Planning
   iii. Exhibition design
   iv. Production of exhibitions

c. Shop management
   i. Inventory of supplies
   ii. Construction and repair of pedestals

d. Techniques and problem solving for non-traditional exhibits
   i. Exploration of creative installation options

e. Preparation of art for shipping
   i. Packing and unpacking of art
   ii. Writing condition reports

3. Recommended Content:
a. Audio/visual presentation of contemporary exhibits
b. Group and independent field trips
c. Audio/visual presentation of unconventional contemporary art

B. ENROLLMENT RESTRICTIONS

1. Advisories

Before enrolling in this course, students are strongly advised to satisfactorily complete ART 160 or satisfactorily complete ART 164 or satisfactorily complete ART 165.

2. Requisite Skills

Before entering the course, the student will be able to:

a. Demonstrate familiarity with history of art and practice.

C. HOURS AND UNITS

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<tr>
<th>INST METHOD</th>
<th>TERM HOURS</th>
<th>UNITS</th>
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<tr>
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<td>Lab</td>
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D. METHODS OF INSTRUCTION (TYPICAL)

Instructors of the course might conduct the course using the following method:

1. Lectures
2. Discussions
3. Audio/visual presentations
4. Field trips to other art galleries and museums
5. Installation techniques
6. Practical installations
7. Demonstrations

E. ASSIGNMENTS (TYPICAL)

1. EVIDENCE OF APPROPRIATE WORKLOAD FOR COURSE UNITS

Time spent on coursework in addition to hours of instruction (lecture hours)

a. Weekly:

   i. Opening and closing of the gallery
   ii. Attending the gallery and setting up lighting
   iii. Providing exhibit education to visitors
b. Monthly:
   i. Preparing exhibitions
   ii. Repairing gallery walls
   iii. Designing exhibit and marketing material
   iv. Writing press releases
   v. Preparing for reception

c. Per term:
   i. Taking inventory
   ii. Writing condition report

2. **EVIDENCE OF CRITICAL THINKING**
   
   Assignments require the appropriate level of critical thinking
   
   a. Midterm quiz will provide short-answer questions that will demonstrate students’ knowledge of presented material up to midterm point.
   
   b. Typical midterm essay: Exhibit design review. Students must research an exhibition and visit the gallery. They must review the exhibit in term of its flow, ease of viewing, accessibility for people with disability, the lighting and quality of information presented. Furthermore, student must assess the educational value of the exhibit within the community where it is presented.
   
   c. Final quiz will provide short-answer questions that will demonstrate students’ knowledge of presented material since midterm.
   
   d. Final project: Student must write a complete exhibition proposal which includes a curatorial essay, creation of an exhibit design plan for the gallery and preparation of a press release.

F. **TEXTS AND OTHER READINGS (TYPICAL)**

   1. Other: Selected periodicals and web material related to changing exhibitions.
   
   2. Other: Articles published in major museum websites and brochures in regards to their changing exhibitions.
   
   3. Other: Curatorial essays published in exhibition catalogs.

III. **DESIRED LEARNING**

A. **COURSE GOAL**
   
   As a result of satisfactory completion of this course, the student should be prepared to:
   
   assist in exhibition design, curation and writing of curatorial essays, properly handle the artworks on loan, prepare the gallery for rapidly changing exhibitions, create installation strategies for conventional and unconventional display of contemporary exhibitions, design and create publicity materials, educate the visitors about the exhibits, prepare condition reports, manage the supplies, and design and implement lighting strategies.

B. **STUDENT LEARNING GOALS**
   
   Mastery of the following learning goals will enable the student to achieve the overall course goal.
1. **Required Learning Goals**
   
   Upon satisfactory completion of this course, the student will be able to:
   
   a. Employ aesthetic and technical information as relates to methods used in readying a professional gallery space for exhibitions.
   
   b. Compare and contrast exhibitions in other art galleries by designating the activities involved in exhibition strategies and gallery operations.*
   
   c. Employ aesthetic knowledge of diverse artistic media and how they interact by demonstrating proper exhibition presentation of artwork and using proper installation methods.*
   
   d. Prepare and disseminate education and publicity materials for various exhibitions.*
   
   e. Work as part of a team in completing a cohesive exhibition goal within the time frame allotted for that goal.
   
   f. Critically assess written material relating to contemporary and non-traditional art exhibits and engage in planning and curation.

2. **Lab Learning Goals**
   
   Upon satisfactory completion of the lab portion of this course, the student will be able to:
   
   a. Prepare a gallery before and after an exhibit.
   
   b. Create marketing material for exhibitions.
   
   c. Demonstrate proper handling and care of works of art in exhibitions.
   
   d. Inspect artwork and make a detailed assessment of the condition in which the artwork was received.
   
   e. Take inventory of a shop's supply.
   
   f. facilitate smooth operation of the gallery via teamwork and division of tasks.
   
   g. work as a team to fulfill tasks for appropriate deadlines.
   
   h. correctly use a variety of tools to prepare exhibits.

### IV. METHODS OF ASSESSMENT (TYPICAL)

**A. FORMATIVE ASSESSMENT**

1. Critiques of class installations
2. Lab Evaluation
3. Midterm Paper
4. Midterm Quiz

**B. SUMMATIVE ASSESSMENT**

1. Lab Evaluation
2. Final Project
3. Final Quiz