

ART G145: EXHIBITION DESIGN

Item	Value
Curriculum Committee Approval Date	11/05/2024
Top Code	100100 - Fine Arts, General
Units	3 Total Units
Hours	108 Total Hours (Lecture Hours 27; Lab Hours 81)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Formerly: Art Gallery Exhibition and Portfolio Design. This course introduces students to the practical elements of designing, installing, and managing exhibitions in a museum or gallery. Students will solve design-related problems through hands-on practice planning, producing, installing, and publicizing exhibitions. During the course, students will work directly on an exhibition to be held in the GWC Art Gallery on campus. In addition, students will develop skills and knowledge related to designing and presenting their personal art portfolios. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Objectives
2. Formulate a plan for an art exhibition including its theme, installation and deinstallation, publicity, and opening reception.
3. Create a production schedule for an art exhibition opening.
4. Describe the various elements of exhibition design including the handling, hanging, lighting, and deinstalling of artwork.
5. Assess the creative advantages of specific methods of portfolio design.
6. Identify the elements that go into organizing an art exhibition and its opening reception.

Course Objectives

- 1. Describe the inner workings of gallery and museum management structures.
- 2. Organize the opening reception for an art exhibition.
- 3. Develop a public relations program for an art exhibition and portfolio.
- 4. Produce a press release for the opening of an art exhibition.
- 5. Formulate a theme for an art exhibition.
- 6. Prepare the space of an art gallery for its opening to the public.
- 7. Create an art portfolio.
- 8. Use specialized vocabulary related to art exhibitions in galleries and museums.

Lecture Content

Introduction to the art world Galleries Museums Non-traditional spaces Social media Exhibition techniques Layout of works in exhibition space Transport and delivery of artworks Records and loan paperwork Color scheme for exhibition space Framing Traditional Modern Alternative Digital media Placing work in space prior to hanging Correct mounting and hanging of works Construction of display panels, labels, wall texts, and pedestals Model and maquette making Deinstallation and return of artwork Lighting and sound effects Types of lighting Direct Spots Floods Indirect Natural Directional and diffused Halogen High intensity Sound Stereo Audio tours Streaming Audio formats Public relations and programming Targeting an audience Writing a press release Print media Digital media Social media Brochure and postcard preparation Layout Printing and printers USPS regulations Size Weight Style Expense Presentation of educational materials, labels, and signage Style Content Design layout Printing Management of art openings and receptions Creative use of space Materials and equipment Promotions and marketing Curatorial process Thematic concerns Cultural and social issues Content development Care and conservation Portfolio design Photographing work Presentation Artist statement Curriculum vitae

Lab Content

Design the exhibition Select an appropriate theme Select appropriate artworks Create a layout plan for exhibition Choose color scheme for exhibition Arrange for artwork transportation and delivery Frame and mount artworks Install artworks Complete loan paperwork and condition reports Construct display panels Write wall labels and wall texts Arrange lighting in gallery Set up sound Manage exhibition opening and reception Write a draft press release for the exhibition's target audience Create a social media strategy Design a public relations campaign including digital and print media Create a brochure and postcard Create a poster Deinstall artwork and create a plan for its return Photograph artwork for personal portfolio Present personal portfolio Write a draft artist statement Write a draft curriculum vitae

Method(s) of Instruction

- Lecture (02)
- Lab (04)

Reading Assignments

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

Writing Assignments

Write an artist statement. 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. Design and produce promotional and written materials for art exhibition (i.e. wall texts, labels, publicity, and/or catalog essay).

Out-of-class Assignments

Visit a museum and/or gallery show and write a review on what was experienced. Complete reading and writing assignments, including an exhibition review. Reflect on class experiences in a notebook.

Demonstration of Critical Thinking

Devise an exhibition proposal and work through the steps to implement it as a viable exhibition. Work through problems around the planning, managing, opening, and installing/deinstalling of an exhibition. Create a portfolio of work including photographs of work, a curriculum vitae, and an artist statement.

Required Writing, Problem Solving, Skills Demonstration

Written educational and promotional material for an exhibition. Written review of an art gallery or museum exhibition. Reflective writing in a course notebook or journal. Manage the exhibition and/or opening reception. Create an art portfolio, artist statement, and curriculum vitae.

Eligible Disciplines

Art: Master's degree in fine arts, art, or art history OR bachelor's degree in any of the above AND master's degree in humanities OR the equivalent. Note: 'master's degree in fine arts' as used here refers to any master's degree in the subject matter of fine arts, which is defined to include visual studio arts such as drawing, painting, sculpture, printmaking, ceramics, textiles, and metal and jewelry art; and also, art education and art therapy. It does not refer to the 'Master of Fine Arts' (MFA) degree when that degree is based on specialization in performing arts or dance, film, video, photography, creative writing, or other non-plastic arts. Master's degree required. Art history: Master's degree in art history, history of art and architecture, or visual culture/visual studies OR bachelor's degree in art history and master's degree in history OR master's degree in art with a recorded emphasis or concentration in art history OR the equivalent. Master's degree required.

Textbooks Resources

1. Required Hughes, P. *Exhibition Design: An Introduction*, 2nd (latest) ed. Lawrence King Publishing, 2015. Rationale: latest. 2. Required McKenna-Cress, P. Kamien, J. *Creating Exhibitions: Collaboration in the Planning, Development, and Design of Innovative Experiences*, 1st (latest) ed. Wiley, 2013. Rationale: This is the only edition published of this book. There is an additional textbook that has been published more recently. 3. Required Krohn Amorose, V. *Art-Write: The Writing Guide for Visual Artists*, 1st (latest) ed. Eugene, OR: Luminare Press, 2013. Rationale: This is the only edition of this book. 4. Required Bhandari, H. D. and Melber, J. *Art/Work: Everything You Need to Know (and Do) As You Pursue Your Art Career*, 2nd (latest) ed. New York: Free Press, 2017. Rationale: This text is a key one for. 5. Required McNeil, Timothy J. *The Exhibition and Experience Design Handbook*, ed. American Alliance of Museums, 2023.