

ART 260 Gallery Design and Management

Credits: 3

Tuesday 8:15-9:30

INSTRUCTOR: Toni (Antoinette) Martin
OFFICE: Palanakila 150
OFFICE HOURS: M 12:30-1:30 Tues. 9:30- 10:30
Other hours by appointment
TELEPHONE: 236-9150
EFFECTIVE DATE: Fall 2009

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College is committed to excellence in the liberal arts and career development; we support and challenge individuals to develop skills, fulfill their potential, enrich their lives, and become contributing, culturally aware members of our community.

CATALOG DESCRIPTION

Design theory and techniques for presentation of artwork and mounting and exhibition.

Text Required: Robin Williams, *The Non- Designers Design Book*.

Supplies: Composition book, without lines, for journal. (Available at Longs)

Activities Required at Scheduled Times Other Than Class Times

In order to meet required course information:

- Students will participate with instructor in Gallery Iolani during a portion of the design, installation and exhibition preparation during the semester.
- Students must attend at least once in all phases of the gallery operation. It is the student's responsibility to check gallery schedules, and be present during some of those times.

STUDENT LEARNING OUTCOMES

At the completion of this course, a student should be able to:

- Plan and install an art display using the appropriate skills and techniques of gallery design and management.
- Evaluate spatial relationships, design principles and color theory as related to gallery displays and discover the role intuition plays in the arts and gallery design.
- Critique and evaluate works of art and presentation by using art terminology.
- Prepare publicity related to gallery practice to include press releases and gallery invitations.
- Generate a portfolio documenting art exhibitions in Gallery Iolani.

COURSE CONTENT

Prepares a student with information and experience for understanding and implementing successful gallery design and operation. By apprenticing under the gallery director, this course will provide an opportunity for a student to gain knowledge of appropriate gallery procedures about how to create and maintain a successful exhibition and gallery operation for practical job experience for any art related employment.

<i>Concepts or Topics</i>	<i>Skills or Competencies</i>
<ul style="list-style-type: none"> • Overview of gallery and exhibition procedures. <ul style="list-style-type: none"> ○ Slides of past exhibitions ○ Develop the concept and focus ○ Explore resources ○ Generate publicity • Bulk mail • Signage • Apply principles of design and Elements of Form to: <ul style="list-style-type: none"> ○ Exhibition titles ○ Curate exhibitions ○ Design exhibitions • Gallery procedures for installation of artwork. <ul style="list-style-type: none"> ○ Groupings ○ Templates ○ Proper hanging procedures ○ Lighting ○ Labels ○ Critique installation and works of art • Community art resources • Practical job experience for gallery related employment 	<ol style="list-style-type: none"> 1. Apply appropriate gallery procedures to create and maintain a gallery operation. 2. Apply appropriate gallery procedures to design a successful exhibition. 3. Prepare a Press release 4. Prepare an invitation design 5. Work with the media and press 6. Generate mail lists 7. Send press releases via fax to multiple organizations 8. Prepare artist terms and contracts 9. Maintain inventory of artwork 10. Prepare an artist reception

COURSE REQUIREMENTS for Grade: 100 points available (+ Bonus points)

- Attendance in class lecture 15 points (1 point for each class session)
- Lab in gallery: 20 points (1 point for each hour)
- Journal: 15 points
- Critiques of two art exhibitions. 20 points (10 points each)
- Design of a portion of an exhibit or display on campus: 5 points.
- Personal Evaluation: 5 points (Student assessment of their own process)
- Final Report: 20 points.

GRADING

There are no mid-term or final exams for this course. This is predominantly a hands-on course where learning takes place by participation and understanding gallery procedures.

Key For Grading Procedure: Points translated to letter grades

- A= 90-100 B = 80-89 C = 70-79 D = 60-69 F = 60 and below.
- **Grading Notation:**
 - A= Excellent completion of all semester work
 - B= Above average completion of all semester work
 - C= Average completion of all semester work
 - D= Below average completion of all semester work
 - F+ Did not meet the requirements to pass this course

EXPLANATION OF COURSE GRADE REQUIREMENTS:

Student must attend weekly lectures and partake in hands-on gallery procedures demonstrating exhibit design and installation.

Class Attendance Required once weekly on Tuesday 8:15-9:30 (on time)

- Instructor will outline gallery plan and schedule at the beginning of the semester.
- Thorough notes must be taken on all procedures in order to do well in this course.
- As an additional teaching tool, students may be required to visit other galleries and museums in the state to evaluate exhibition design and procedure.

Lab in Gallery Iolani: Variable times. Students may arrange their own times with instructor.

- Student must take good notes on all gallery procedures and be able to demonstrate this by the end of the semester.
- Students will be present at Gallery Iolani during a portion of the design, installation and preparation of two exhibitions.
 - Students must attend at least once in all phases of the gallery operation. It is the student's responsibility to check on gallery work schedules.
- Student must consult with instructor regularly and log all time spent in the gallery.
- Course tasks must be completed as assigned.
- Student will critique two exhibitions in Gallery Iolani, as assigned by instructor, using class journal notes as a guide. Handout will be given.

Journal: A Vernon Royal composition book, without lines, will be used to record:

- Record detailed notes from each class Lecture.
- Describe, in detail, and evaluate all gallery processes and procedures while attending lab sessions in the Gallery.
- Write comments about viewer's reactions to exhibitions during an exhibition in the Gallery.
- Sketches, photographs, diagrams, floor plans may be included, if desired.
- Publicity, such as invitation designs, press releases, news articles, etc. from Gallery Iolani exhibitions as well as other galleries and museums may be included.
- Have instructor review journal entries as requested, or at least every month.

Critiques of two Gallery Iolani exhibitions:

- Handouts with guidelines will be given in class.

Exhibition Design:

- Design an exhibition, or portion of one, in the main gallery or an alternate space. Instructor will advise.

Personal Evaluation: 1-2 pages only.

Give yourself a point grade of 1-5 maximum points and evaluate why you qualify. This is due in class one week before the last day of instruction.

Each student must write a personal critique of his or her own process in gallery installation and design to include the following:

1. Describe your understanding of gallery design concepts and how class lectures and lab participation helped you accomplish this. Give specific examples.
2. Explain, in detail, how design and color plays an important role in gallery design.
 - a. Give examples from an exhibit this semester discussing how color was used successfully, or why it was not.
3. Evaluate your strengths and weakness in course participation, and assess what you learned in this class.

Personal evaluations may be discussed anonymously in class to determine what concepts were most important to the learning process for the class as a whole.

Final Report: (4-6 pages) Due in class one week before last day of instruction.

This report is a summary of the whole course. Use supporting documents from WCC gallery, journal notes, and gallery observations to write a standard operating procedure for a gallery, which must include all facets of WCC gallery operation.

- Use information and documentation from journal notes taken during lectures and notes from hands-on gallery procedures.
- Observations and supplemental material from other galleries may be included, but only in addition to the summary of the operational procedure at Gallery Iolani.
- Refer to the principles of gallery design, describing the elements of form and principles of design and how they interact to make an exhibition successful.
- Discuss details of scheduling, preparations, label making, wall treatment, lighting, installation design, and gallery operation when the exhibition is in place.
- Student may refer to specific exhibitions as examples.
 - When doing so, include all data about the exhibition including the title, artist(s) and date of the exhibition.
 - If possible, supplement with a photograph of the exhibition design.
 - If applicable, student should describe and evaluate the portion of an exhibit he or she personally designed or installed.
- Outline the operating procedure for mail lists and publicity.

Publicity examples to be included in Final Report

Create a sample press release about a potential show. Instructor will advise.

Create a sample invitation design for a potential show. Instructor will advise.

Type and neatly present this report as a design form.

- Students may supplement the final report with video or slide presentations. The WCC Media Center may be available for some instruction and assistance in presentations. Student must check with instructor and sign any forms or instructions before requesting the Media Center resources.

Additional Information

COURSE MATERIAL AND STUDENT PROJECTS:

The student is responsible for claiming all projects and assignments done in this course. Work must be picked up in the classroom, Palanikila 210, during class hours. Unclaimed work may be picked up thereafter from the instructor's office, during office hours or by appointment (236-9150), before January 31, 2010. Unless arrangements are made with the instructor, all work not claimed by January 31, 2010, will be considered abandoned and may be discarded.

DISABILITIES ACCOMMODATION STATEMENT

If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to fully participate in this class, you are encouraged to contact the Disability Specialist Counselor to discuss reasonable accommodations that will help you succeed in this class. Ann Lemke can be reached at 235-7448, lemke@hawaii.edu, or you may stop by Hale 'Akoakoa 213 for more information.

IMPORTANT INFORMATION FOR STUDENTS WHO HAVE UNUSUAL OR DIFFICULT CIRCUMSTANCES:

In rare cases, there may be situations where a student may qualify to gain extra credit or equivalent credit to help pass the course. Sometimes, due to unforeseen health, family or job-related circumstances, a student may need an alternate method to complete the course requirements. This option is available by discretion of the instructor only and is not an automatic expectation of the course. Since this requires extra time for grading and instruction, a student must be responsible and committed to the course to have the instructor consider this option. This opportunity is not for a student who misses class and assignments regularly without informing the instructor of the situation immediately. The student, or their representative, must contact the instructor at the time of the problem to qualify, as this is not an available option for a student who does not communicate with the instructor about the hardship when it occurs.

INCOMPLETE WORK: This is a temporary grade given at the instructor's option when a student **has failed to complete a small part of a course because of circumstances beyond his or her control.** The student is expected to complete all course work by the last day of instruction of the succeeding semester. If this is not done, the grade will revert to the contingency grade identified by the instructor.

Please Note:

The grade of incomplete is used for unusual or emergency circumstances only. Only a small portion of the course can be missed to qualify for this grade. An incomplete grade is not given when a student misses a large portion of the course content, attendance and assignments. When a major portion of the course has been missed, the student may receive an "N" grade or an "F" grade or a complete withdrawal from the course through the registrar's office, by the published deadline.

Thank you for taking my class. I am thoroughly looking forward to meeting you and sharing my course with you. Please make every effort to get to know me and I will do the same for you. When we establish a comfortable recognition of each other, learning and teaching can easily flow together. My goal is to take you on "a journey with me, of which I have traveled before" into the world of art. As Picasso once said:

"I will show you what I have found, not what I am looking for."