ART 260  Gallery Design and Management
Credits:  3  
Tuesday - Thursday 8:30- 9:45

INSTRUCTOR:  Toni (Antoinette) Martin
OFFICE:  Palanakila 150
OFFICE HOURS:  Monday 12:30-1:30  Tues. Thurs 9:30- 10:00
TELEPHONE:  236-9150
EFFECTIVE DATE:  Fall 2012

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT
Windward Community College offers innovative programs in the arts and sciences and opportunities to gain knowledge and understanding of Hawai‘i and its unique heritage. With a special commitment to support the access and educational needs of Native Hawaiians, we provide O‘ahu’s Ko‘olau region and beyond with liberal arts, career and lifelong learning in a supportive and challenging environment — inspiring students to excellence.

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)  
Exams:  There are no exams. Students participate in gallery experiences.

Activities Required at Scheduled Times Other Than Class Times
- 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 will be able to:
- Generate a portfolio documenting exhibition design and gallery operation, with understanding how to plan and install an art display using appropriate skills and techniques of gallery design and management, to include press releases and gallery invitations.
- Evaluate spatial relationships, design principles and color theory as related to gallery displays and discover the role that intuition plays in gallery design.
- Critique and evaluate works of art and presentation by using art terminology.

COURSE CONTENT
Prepares a student with information and experience to understand and implement successful gallery design and operation. By apprenticing under the gallery director, this course provides an opportunity for students to gain knowledge of appropriate gallery procedures to create and maintain a successful exhibition and gallery operation as practical job experience for any art related employment.
### Concepts or Topics

- Overview of gallery and exhibition procedures.
  - 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:
  - Exhibition titles
  - Curate exhibitions
  - Design exhibitions
- Gallery procedures for installation of artwork.
  - Groupings
  - Templates
  - Proper hanging procedures
  - Lighting
  - Labels
  - Critique installation and works of art
- Community art resources
- Practical job experience for gallery related employment

### Skills or Competencies

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)

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

- Attendance in class lecture 15 points (1/2 point for each class session)
  - Lab in gallery: 15 points (1 point for each hour)
  - Journal: 15 points
  - Evaluation of two art exhibitions in Gallery Iolani. 20 points (10 points each)
  - Exhibit Design With Peers (5 points)
  - Personal Evaluation 5 points
  - Final Portfolio of Gallery Design. 25 points.

**Class Attendance Required on Tuesday and Thursday 8:30-9:45 (on time) (15 points)**

- Two late arrivals equal one absence.
- Thorough journal notes must be taken in class on content of all lectures.

**Lab in Gallery Iolani (15 points)**

- 15 hours during the semester at variable times. Students may arrange their own times with instructor. Participation of less than ten hours will not be tabulated toward grade.
- Student must take good journal notes on all gallery procedures and be able to demonstrate this by the end of the semester.
- Students will be present in 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.
- Students are to log time spent in the gallery in a binder located in the gallery.

### Journal: (15 points)

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

- Detailed notes from each class Lecture.
- Describe and evaluate in detail in journal, 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.

**Instructor will review journal entries several times during the semester.**

### Evaluate two exhibitions in Gallery Iolani. (10 points each)

- Student will critique two exhibitions, using class journal notes as a guide.

### Exhibition Design With Peers (5 points)

- Students will participate with each other to design an exhibition, or portion of one, in the main gallery or an alternate space. Instructor will advise.

### Personal Evaluation (5 points)

- **1-2 pages only. This is due in class one week before the last day of instruction**
- Give yourself a point grade (up to 5 points) to evaluate why you qualify for this grade. 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.
    - a. Explain, in detail, how color and design principles play an important role in gallery design. Give examples from an exhibit.
  2. Evaluate your strengths and weakness in course participation, and assess what you learned in this class.

### Gallery Design Portfolio (25 points) Due in class one week before last day of instruction.

- This portfolio develops a summary of the whole course. Describe in detail, how to design and maintain a gallery. Journal notes from class and the gallery supply the information for this portfolio. Use supporting documents from Gallery Iolani participation. Use journal notes and gallery observations as a standard operating procedure for a gallery, which must include all facets of gallery operation as follows:

  **Create a table of contents with information about each gallery procedure.**
Include exhibit scheduling, receiving artwork, exhibit preparations, label making, wall treatment, lighting, procedure for mail lists, publicity and invitations, installation design, and gallery operation when the exhibition is in place.

Information and documentation must be taken from journal notes during lectures and hands-on gallery procedures.

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.

Document specific exhibitions during the semester as examples.
  - Include the title, artist(s) and date of the exhibition.
  - Supplement with a photograph of the exhibition design, if possible.
  - If applicable, student should describe and evaluate the portion of an exhibit he or she personally designed or installed.

Course handouts may be included as appropriate. **Handouts are only a supplement** to the portfolio, **not the bulk of portfolio information**.

Students may supplement the final Portfolio 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.

Observations and supplemental material from other galleries may be included in final gallery portfolio, but only in addition to the summary of the operational procedure at Gallery Iolani.
  - When describing other galleries, 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.

**Publicity examples to be included in Final Gallery Design Portfolio**

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

**Portfolio Presentation**
- Type and neatly present this report in a binder.
- Create an introduction statement that describes gallery design and management.
- Make a table of contents.
- Include supporting material such as invitation designs from other galleries and media publications.

**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

The “N” grade indicates that the student has worked conscientiously, attended regularly, finished all work, fulfilled course responsibilities, and has made measurable progress but if the student has not achieved the minimal student learning outcomes and is not prepared to succeed at the next level, or if the student has made consistent progress, but is unable to complete the class due to extenuating circumstances, such as major health, personal, or family emergencies.
STUDENT PROJECTS:
The student is responsible for claiming all projects and assignments done in this course. Unclaimed work may be picked up thereafter from the instructor’s office, during office hours or by appointment (236-9150), before January 31, 2013. Unless arrangements are made with the instructor, all work not claimed by January 31, 2013 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 or hardship, 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 middle 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.”