ART 260  Gallery Design and Management  
Credits: 3  
Tuesday - Thursday 8:30 - 9:45  
Palanakila 210  
Fall 2013

INSTRUCTOR: Toni (Antoinette) Martin  
OFFICE: Palanakila 150  
OFFICE HOURS: Monday 12:30-1:30  
Tues. Thurs 10:00 -- 10:30  
Other hours by appointment  

Please check in Palanakila 210 or Gallery Iolani if instructor is not in office.  

TELEPHONE: 236-9150

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.

Recommended Text: Tom Klobe, Exhibition: Concept, Planning, Design.  
Supplies: Composition book, without lines for journal.

There are no exams for this course.  
Students participate in classroom and Gallery ‘Iolani.

STUDENT LEARNING OUTCOMES  
• Use critical thinking and problem-solving skills to critique and evaluate works of art, using art terminology and gallery proficiency to express ideas clearly.  
• Evaluate spatial relationships, design principles and color theory as related to gallery displays and discover the role that intuition plays in gallery design  
• Develop skills that improve and enhance professional job potential.  
• Generate a portfolio documenting exhibition design and gallery operation, showing understanding of how to plan and install an art display demonstrating procedures appropriate to a gallery, which also includes press releases and gallery invitations.
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.
  - Review past exhibitions
  - Exhibition planning
  - Curate exhibitions
  - Exhibition concepts
    - Exhibition titles
  - Working with artists
  - Explore Community resources
  - Artist reception
- Apply design & color principles to:
  - Exhibition design
  - Critique installations
- Generate publicity
  - Invitation design; printing and mailing
  - Press releases and media
  - Gallery signage
- Procedures for installation of artwork.
  - Handling works of art
  - Groupings
  - Templates
  - Proper hanging procedures
  - Lighting
  - Labels
- Practical job experience for employment

Class Content
1. Understand appropriate gallery procedures to create and maintain a gallery operation.
2. Exhibit scheduling
3. Apply suitable gallery procedures to design a successful exhibition.
4. Inventory of artwork
5. Gallery protocol
6. Develop a vendor list for gallery materials and supplies
7. Invitation design
8. Work with printers
9. Electronic and hard copy invitations
10. Mail lists
11. Bulk mail procedures
12. Media and press
13. Press release
14. Press releases for multiple organizations
15. Artist terms and exhibit contracts
16. Artist reception

Activities Required at Scheduled Times Other Than Class Times
- Students will observe and take part in Gallery Iolani with instructor during a portion of the design, installation and exhibitions throughout the semester.
- Students must attend at least one time during all phases of the gallery operation. It is the student’s responsibility to check gallery schedules, and be present during some of those sessions.
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 will be present in Gallery Iolani during a portion of the design, installation and preparation of exhibitions.
  - Students must attend at least once in all phases of gallery operation.
  - It is the student’s responsibility to check on gallery work schedules.
  - Students must arrange their own schedule with instructor.
  - Participation of less than eight gallery hours will not qualify for a passing grade.
- Student must take good journal notes on all gallery procedures and be able to demonstrate this by the end of the semester.
- Students are to log time spent in the gallery in a binder located in the gallery.

Journal Notes and Final Report are instead of exams for this course

Journal: (15 points)
A Vernon Royal composition book, without lines, will be used to record:
- **Class Lecture:** Record detailed notes in journal from each class Lecture.
- **Lab in Gallery:** 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.
- Sketched, photographs, diagrams, floor plans may be included in journal.
- **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 regularly during the semester.

Evaluate two exhibitions in Gallery Iolani. (10 points each)
- Student will critique two exhibitions, using class journal notes and handout as a guide.

Exhibition Design With Peers (5 points)
- Students participate with each other to design an exhibition, or portion of one, in the main gallery or an alternate space. Instructor will advise. Most students consider this the best part of the class as it is done independently with peers for instructor to critique.
Personal Evaluation (up to 5 points)
1-2 pages only. Due in class one week before the last day of instruction
• Student writes a personal critique of his or her own process in understanding and participating in gallery installation and design.
• Give yourself a grade of 1-5 points and discuss why you qualify for this grade.
  1. Describe your personal understanding of gallery design concepts and how class lectures and lab participation helped accomplish this. Give specific (not general) examples of gallery operation from exhibitions to explain this.
    a. Explain, in detail, how color and design principles as well as placement of art work a play an important role in gallery design. Refer to specific examples from an exhibit.
  2. Evaluate your strengths and weakness in course participation, and assess what you learned in this class. Sometimes honesty is the best measure to gain a good grade.

Gallery Design Portfolio (25 points) Meet with instructor as needed for advice.
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 and journal notes as well as gallery observations to describe a standard operating procedure for a gallery, which include all facets of gallery operation as follows:
  Create a table of contents with information about each gallery procedure.
  ▪ Include exhibit scheduling, receiving art work, 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.
    o Include the title, artist(s) and date of the exhibition.
    o Supplement with a photograph of the exhibition design, if possible.
    o 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.
    o When describing other galleries, include all data about the exhibition including the title, artist(s) and date of the exhibition.
    o 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
Examples will be provided. Meet with instructor if assistance is needed and do not feel embarrassed to ask questions. Student success is the goal of teaching.
- 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, 2014. Unless arrangements are made with the instructor, all work not claimed by January 31, 2014 may be discarded.

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.

DISABILITIES ACCOMMODATION STATEMENT
If student has a physical, sensory, health, cognitive, or mental health disability that could limit ability to fully participate in this class, students are encouraged to contact the Disability Specialist Counselor to discuss reasonable accommodations that will help to succeed in this class. Please contact Ann Lemke at 235-7448, lemke@hawaii.edu, stop by Hale ‘Akoakoa 213 for more information.

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 friendship with 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.”