

ART 260 Gallery Design and Management

CREDITS: 3 CRN 64380

Tuesday - Thursday 10:30- 12:30

Palanakila 210

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

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

TELEPHONE: 236-9150 **EMAIL:** toni-martin@hawaii.rr.com

EFFECTIVE DATE: Fall 2018

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 art work and mounting an exhibition. May be repeated up to 6 credits. (6 hours Studio) DA

LEARNING RESOURCES

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

Recommended text: Tom Klobe, *Exhibition: Concept, Planning, Design*.

Instructor will provide published notes covering course content.

Visits to Museums and galleries are recommended. The course is taught in Palanakila 210 and Gallery 'Iolani. There are two exhibitions in gallery in Gallery 'Iolani this semester and a Gallery Christmas fundraiser in December.

STUDENT RESOURCES:

Ka Piko is WCC's academic support hub. Please visit: <https://windward.hawaii.edu/kapiko/>

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.

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. This practical job experience is appropriate for any art related employment. Many students have found successful employment in art or gallery related occupations after taking this course.

<i>Concepts or Topics</i>	<i>Class Content</i>
<ul style="list-style-type: none"> • Overview of gallery and exhibition procedures. <ul style="list-style-type: none"> ○ Review past exhibitions ○ Exhibition planning ○ Curate exhibitions ○ Exhibition concepts <ul style="list-style-type: none"> ▪ Exhibition titles ○ Working with artists ○ Explore Community resources ○ Artist reception • Apply design & color principles to: <ul style="list-style-type: none"> ○ Exhibition design ○ Critique installations • Generate publicity <ul style="list-style-type: none"> ○ Invitation design; printing and mailing ○ Press releases and media ○ Gallery signage • Procedures for installation of artwork. <ul style="list-style-type: none"> ○ Handling works of art ○ Groupings ○ Templates ○ Proper hanging procedures ○ Lighting ○ Labels <p>1. Practical job experience for employment</p>	<ol style="list-style-type: none"> 1. Understand appropriate gallery procedures to create and maintain a gallery operation. 2. Exhibit scheduling 3. Investigate 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

ASSESSMENT TASKS AND GRADING

Journal:

Vernon Royal unlined composition book is required to record all gallery procedures.

The journal is the most important part of the course. Each gallery procedure must be described in full detail. Detailed notes must be taken and recorded in journal during every gallery observation, both in and out of class time. This is the requirement of the course, instead of mid-term or final exams.

******Instructor will review journal entries regularly during the semester.**

Class lectures

- Required attendance on Tuesday and Thursday 10:00- 12:30 (on time).
- Two late arrivals equal one absence. Six absences will lower grade.
- Detailed notes must be taken and recorded in journal during every class lecture.

Gallery

- Demonstrations and lectures will take place in the gallery during class time in addition to classroom lectures.
- Describe in journal all gallery processes and procedures while attending class sessions in the Gallery.
- Sketches, 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 in journal.

Other Required Participation

- **Four hours** participation to observe gallery procedures is required during the semester at variable times **in addition to class sessions** in the gallery. It is the student's responsibility to check gallery schedules, and be present during various installation sessions to take journal notes on procedures.
- Students log extra time spent in the gallery in a binder located in the gallery prep room. More than four hours in gallery above classwork earns extra credit for the course.
- If participating when gallery is open, write comments about viewer's reactions to exhibition.

Extra Credit Options

- Visits to other galleries or museums in the community.
- More than four hours in gallery above class requirements earns extra credit.

COMPLETION OF THESE WILL FULFILL COURSE COMPETENCIES.

- **Class Attendance: 15 points (1/2 point for each class session).**
- **Gallery Attendance: 4 points** (1 point for each hour in gallery outside of class)
- **Journal: 20 points.**
- **Exhibition Critiques 20 points** (two exhibitions in Gallery Iolani, 10 points each)
- **Invitation Design: 6 points** (for a imaginary exhibition).
- **Press Release: 5 points** (for a imaginary exhibition).
 - Personalized invitation design and press release will be instructed in class
- **Exhibit Design With Peers: (5 points).**
- **Personal Evaluation: 5 points.**
- **Final Portfolio of Gallery Design: 20 points.**

DESCRIPTION OF CLASS ACTIVITIES REQUIRED FOR GRADE**Gallery Sessions:**

- Student must take good **journal notes** on all gallery procedures and be able to demonstrate this by the end of the semester in a final wrap-up portfolio.

Evaluate two exhibitions in Gallery 'Iolani.

- Critique two exhibitions in Gallery 'Iolani, using class journal notes and handout as a guide.

Exhibition Design With Peers

- Students participate with each other to design an exhibition, or portion of one in an alternate gallery space. Instructor will advise. Most students consider this the best part of

the class as it is done independently with peers. Instructor and students will critique the student-designed exhibition.

Personal Evaluation

1-2 pages only. Due in class one week before the last day of instruction.

- Write a personal critique of your own process in understanding and participating in gallery installation and design. **On a scale of 1-5 points**, give yourself a grade to evaluate yourself as follows:
 - 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.
 - Explain, in detail, how color and design principles as well as placement of artwork play an important role in gallery design. Refer to specific examples from an exhibit.
 - Evaluate personal strengths and weakness in course participation, and assess what was learned in this class. Sometimes honesty is the best measure to gain a good grade.

Gallery Design Portfolio (Instead of a final exam).

*****Due one week before last day of instruction.**

Document a plan for gallery operation and management. This is a wrap-up of the course taken from journal notes in class and gallery participation. Examples will be provided.

Portfolio Presentation: Create a binder, or similar presentation method to document gallery operation based on information and materials from this course.

- Type and neatly present this report to include:
- Table of contents outlining each gallery procedure.
- Introduction statement that describes gallery design and management.
- Include supporting material such as press releases, invitation designs, media reports from Gallery 'Iolani. Other galleries and media publications may also be included.

******Meet with instructor if assistance is needed and do not feel embarrassed to ask questions. Student success is the goal of teaching**

Portfolio Criteria:

Portfolio information and documentation must be taken from journal notes during lectures and hands-on gallery procedures. (15 points)

- Describe in detail, how to design and maintain a gallery. Include all procedures of gallery operation. Include step-by-step description how to measure and install a work of art.
- Journal notes from class and supporting documents from Gallery Iolani observations create the content for gallery operating procedure as follows:
 - 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.
 - Refer to the principles of 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 worked on during the semester.

Include in Portfolio

- Press Release designed for a pretend exhibition.
- Personal invitation design for a pretend exhibition.

Course handouts may be included in final portfolio 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 PowerPoint presentations.
- WCC Media Center may be available for resource assistance in presentations.
- *Student must check with instructor before requesting the Media Center resources*

Observations and supplemental material from other galleries (optional)

- May be included in final gallery portfolio, but only **in addition** to the summary of the operational procedures of 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.

SCHEDULE Students are 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 (255-5756) before January 31, 2019. Work not claimed by January 31, 2019 may be discarded.

CELL PHONES

The use of cell phones for texting or conversation is prohibited in class except for an emergency or as directed by the instructor.

GRADING

This is predominantly a hands-on course where learning takes place by observation and participation to develop an understanding of 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.
- **INCOMPLETE GRADE:** This is a temporary grade given at the instructor's discretion when a student has failed to complete a small part of a course because of circumstances beyond his or her control. This opportunity is not for a student who misses class and assignments regularly throughout the semester. 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.

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 must contact the instructor at the time of the problem to qualify for other course options, as this is not an available for a student who does not communicate with the instructor **when the hardship occurs.**

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.

Title IX

Title IX prohibits discrimination on the basis of sex in education programs and activities that receive federal financial assistance. Specifically, Title IX prohibits sex discrimination; sexual harassment and gender-based harassment, including harassment based on actual or perceived sex, gender, sexual orientation, gender identity, or gender expression; sexual assault; sexual exploitation; domestic violence; dating violence; and stalking. For more information regarding your rights under Title IX, please visit: https://windward.hawaii.edu/Title_IX/.

Windward Community College (WCC) is committed to the pursuit of equal education. If you or someone you know has experienced sex discrimination or gender-based violence, WCC has resources to support you. To speak with someone confidentially, contact Karla Silva-Park, Mental Health Counselor, at [808-235-7468](tel:808-235-7468) or karlas@hawaii.edu or Kaahu Alo, Designated Confidential Advocate for Students, at [808-235-7354](tel:808-235-7354) or kaahualo@hawaii.edu. To make a formal report, contact the Title IX Coordinator at [808-235-7393](tel:808-235-7393) or wcctix@hawaii.edu.

Thank you for taking my class. I am thoroughly looking forward to meeting you and sharing my course with you.

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.”