

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications, Art and Social Sciences
Programme:	BA Art History and Visual Culture
FHEQ Level:	6
Course Title:	Working in the Art World
Course Code:	AVC 6200
Course Leader:	Dr Nicola Mann
Student Engagement Hours:	120
Lectures:	22.5
Visits / Tutorials:	22.5
Independent / Guided Learning:	75
Semester:	Fall
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course engages students with a broad practical and theoretical appreciation of what it takes to work in the 21st century art market. Students will engage with current discourse related to curatorial practices, management skills, the international art market, arts policy, as well as the educative, social and regenerative potential of working within the arts. Making use of London as a 'second classroom', the course will involve analyses of and trips to a number of arts organizations; these include not for-profit arts institutions as well as commercial galleries, auction houses, and art fairs. The class will also integrate a number of guest lectures from leaders in the art market today as well as young and inspiring art world professionals.

Prerequisites: AVC 5200 or AVC 5205 or AVC 5215

Aims and Objectives:

This course aims to equip students with the practical skills and a level of theoretical knowledge necessary for working in a museum or gallery. Classes will cover issues related to curatorial and management skills — planning, organising, staffing, supervision and controlling — necessary to facilitate the production and presentation of the visual arts to audiences. The course will also give students an

understanding of the structure of arts policy in the UK and the USA, as well as on an international level. The course provides students with an overview of the international art market, including its history and current dynamics (specifically, the emerging markets in China, Russia, India and the Middle East). Students will engage with current discourse on the educative, social and regenerative potential of the arts, and how these potentials are activated in museum programming and public policy. The course will also enhance transferable skills (written and oral) through group discussion, group projects, presentations, and research papers based upon a critical understanding of these concerns.

Programme Outcomes:

B6(iii); C6(i); C6(ii); C6(iii); C6(iv); D6(i); D6 (ii); D6(iii)

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at: <http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Demonstrate a systematic and sophisticated understanding of the application of professional practices in the visual arts and related creative and cultural industries
- Show excellent writing skills including logical and structured narratives and arguments supported by relevant primary and secondary evidence
- Demonstrate the ability to organise and manage supervised, self-directed projects, through which a sophisticated understanding of research methods is demonstrated
- Demonstrate the ability to produce detailed analyses of competing international perspectives and concepts
- Demonstrate the ability to act with minimal direction or supervision, to engage in self-reflection, use feedback to analyse own capabilities, appraise alternatives, and plan and implement actions
- Demonstrate personal responsibility and professional codes of conduct, while taking responsibility for their own work, learning and development, and effectiveness in professional and interpersonal communication
- Demonstrate flexible skills that translate directly into the workplace, including the ability to plan and manage for changing contexts, audiences and levels of complexity, and advanced group or team work capacities, for example listening, contributing, leading, negotiating and proactively managing conflict as is appropriate

Indicative Content:

- Curatorial and management skills (practical and theoretical)
- Non-for profit sector; commercial galleries; auction houses; art fairs
- Arts policy in the UK and US
- Art market research (tools and databases)
- Marketing and PR for the arts
- The educative, social and regenerative potential of the arts
- Art institutions and community engagement
- Cultural diversity in the arts
- The international art market and globalisation

Assessment:

This course conforms to the Richmond University Writing Intensive Assessment Norms approved at Learning and Teaching Policy Committee found at:
<http://www.richmond.ac.uk/content/academic-affairs/academic-standing.aspx>.

Teaching Methodology:

The course will be taught through classroom lectures and seminar classes, and through a series of visits to arts institutions in London and the South East. Lectures will follow the schedule detailed in the syllabus, and will serve a number of functions: classes provide a framework for the course; address critically the relevant literature in specific areas, examine concepts, theories and case studies, and enable students to engage in group discussion and dialogue, and autonomous learning. Seminars rely upon active student preparation and note-taking and will consist of student-led discussion. Tutorial opportunities will also be available for research supervision and other academic support.

Bibliography:

See syllabus for complete reading list

IndicativeText(s):

Baverstock, A. (2010) *How to Get a Job in a Museum or Art Gallery*, London: A&C Black.

Bishop, C. *Radical Museology*, (2014) Koenig Books, London.

Brindle, M. & C. DeVereaux. *The Arts Management Handbook: New Directions for Students and Practitioners* (2012). M.E. Sharpe.

Sommer, Doris. *The Work of Art in the World: Civic Agency and Public Humanities* (2014), Duke University Press

Thornton, Sarah. *Seven Days in the Art World* (2009), Granta Books

Tusa, J. *Engaged with the Arts* (2007). London and New York: I.B. Tauris

