

## 25151 - Exhibition Space Design and Management

### Syllabus Information

---

**Academic Year:** 2020/21

**Subject:** 25151 - Exhibition Space Design and Management

**Faculty / School:** 301 - Facultad de Ciencias Sociales y Humanas

**Degree:** 278 - Degree in Fine Arts

**ECTS:** 6.0

**Year:** 3

**Semester:** First Four-month period

**Subject Type:** Optional

**Module:** ---

## 1.General information

### 1.1.Aims of the course

- Acquire basic knowledge about the professional artistic world and the necessary tools for the development and continuity of one's artistic activity.
- Know the legal processes of the insertion and circulation of the work of art.
- Know what are the agents and factors that intervene in the exhibition and sale of the work of art.
- Acquire the necessary knowledge for the development of one's artistic career.
- Analyze and work the different phases that surround the process by which a work ends up being exposed to the public: diffusion and impact.
- Design, manage and coordinate exhibitions.
- Observe and identify the proper character of the exhibition intervention space by incorporating it into the personal artistic proposal.
- Learn from the proposals and actions of other contemporary artists, assimilating formal and discursive analysis strategies that allow interpreting, discussing and using such contents.

### 1.2.Context and importance of this course in the degree

The contemporary context of artistic creation demands skills and knowledge of theoretical and practical order that students must achieve in order to fully develop their professional practice. Such knowledge is translated into an understanding of the internal and external mechanisms to the processes of presentation and exhibition of the work of art in its last phase. In this subject not only works the ability of communication, management and dissemination of the personal work in the professional field, but also abounds in the creation of exhibition proposals curating specifically contemplating the preparation and development of projects of this type.

### 1.3.Recommendations to take this course

Have studied or are studying the subjects "Project Methodology, Image" and "Project Methodology, Space"; as well as the optional subjects: "Art, environment and public space", "Facilities", "Latest artistic trends" or "External practices". All of them will complement the areas and concepts that will be developed in this area.

## 2.Learning goals

### 2.1.Competences

Upon passing the subject, the student will be more competent to ...

General skills

CG11. Ability to communicate and disseminate artistic projects.

CG12. Ability to carry out artistic projects with social and media impact. Use the resources of dissemination of artistic projects in order to enhance their social impact.

CG13 Ability to carry out and integrate artistic projects in broader contexts. Develop strategies for the projection of artistic creation beyond its field of action.

CG15. Capacity for an ethical commitment and the promotion of equality between the sexes, the protection of the environment, the principles of universal accessibility and democratic values.

Specific competences

CE04 Critical understanding of the performative dimension and social impact of art. Analyze the reciprocal repercussion between art and society.

CE10. Knowledge of Spanish and international cultural institutions and organizations and their functioning (museum network, exhibitions, biennials ...)

CE26. Ability to activate a cultural context and / or to modify a public or private context. Learn to understand the cultural context to generate initiative and energize the environment.

CE27. Ability to document artistic production Use the tools and resources necessary to contextualize and explain one's artistic work.

CE30. Ability to determine the presentation system suitable for the specific artistic qualities of a work of art. Acquire criteria for the proper appreciation of the work of art in relation.

CE33. Ability to establish production systems. Develop strategies applied to the systematic practice of artistic practice.

CE34. Ability to perform, organize and manage innovative artistic projects.

CE35. Ability for an adequate presentation of artistic projects. Know how to communicate artistic projects in diversified contexts.

## 2.2.Learning goals

The student, to pass this subject, must demonstrate the following results:

- Achieve basic knowledge about the professional art world. The modes of artistic management and their legal aspects. The agents and factors that intervene in the exhibition of the work of art.
- Understand the legal processes of the insertion and circulation of the work of art in the social and cultural context.
- Design, manage and coordinate an exhibition assembly of any nature.
- Adapt the exhibition demonstrating how to work with the exhibition space for the benefit of the work / s or project / s.
- Innovate, investigate and experiment in the exhibition and circulation of works and artistic projects.
- Prepare documents, dossiers and memoirs of exhibition projects. Know the guidelines for presenting them in institutions, art centers, exhibition halls ...
- Work as a team with other agents and sectors of the cultural industry such as managers, coordinators ...

## 2.3.Importance of learning goals

Training of the student in the face of professional artistic practice knowing:

- Plan and develop strategies within the creative process that lead to the presentation and exhibition of one's own and others' artistic work.
- Analyze, evaluate and apply the most appropriate presentation system according to the specific artistic qualities of a work.
- Demonstrate and apply in different contexts the modes of presentation, exhibition and defense of artistic work.
- Value the ways of inserting the artistic work in the professional field.
- Critical capacity based on what concerns the field of the subject

## 3.Assessment (1st and 2nd call)

### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

The type of evaluation will be continuous and to qualify for it the student must cover at least 80% of class attendance. Each of the proposed works / practices will have a specific delivery date. Those jobs / internships that occur after the deadline indicated during the course of the subject will suffer a reduction of 20% in their final grade.

The student must demonstrate that he has achieved the anticipated learning results through the following EVALUATION TESTS:

- ? Master sessions. Case study / analysis of situations. (Value: 10%)
- ? Field practices. Artistic Dossier. Value: 30%
- ? Real and/or simulated expositive practices. Exhibition Project. (Value: 40%)
- ? Final presentation of the work. Oral presentations. (Value: 20%)

CONTINUOUS EVALUATION \* 100%

\* On the percentages reflected, a numerical quantitative final qualification from 0 to 10 and qualitative will be obtained according to the regulations of the University of Zaragoza and the current legislation published in the BOE.

In summary, the EVALUATION CRITERIA applicable to the tests that have been indicated are:

- Treatment, development and presentation of the proposed works (portfolio, reflections, project, etc.) positively assessing the levels of search, interest and attitude.
- Quality, structure and interest of the presented project.
- The adequacy between the proposed exhibition projects and the lines of action listed.
- The assimilation and application of the theoretical contents proposed in the subject.
- Initiative, resolution and active participation in the action of management, coordination and direction of the projected exhibition.
- Capacity for analysis and self-criticism. As well as, the capacity for personal argumentation and oral and written transmission of the work carried out.
- The assistance and involvement of the student in each proposed activity.

(FIRST CALL)

As already indicated, a continuous evaluation system is followed that will offer the possibility of passing the subject with the highest grade at the end of it.

A global evaluation test will also be carried out, to which all students will be entitled, even if they do not carry out the continuous evaluation, and this global test will be fixed in the academic calendar by the Center. Students who do not opt ??for continuous assessment, who do not pass the subject by this procedure or who would like to improve their qualification, will be entitled to take the global test, prevailing, in any case, the best of the grades obtained.

(SECOND CALL)

All students who have not passed the course will be entitled to it, it will be carried out through a global test carried out in the period established for that purpose by the Governing Council in the academic calendar.

(GLOBAL PROOF)

1. Short questions on the contents and texts seen throughout the course. (Value: 20%)
2. Preparation and presentation of a Artistic Dossier (Value: 30%)
3. Preparation and presentation of an unpublished Curating Project (Value: 30%)
4. Oral defense of the Artistic Dossier and Curating Project will be made with a visual presentation for this purpose (PowerPoint presentation or similar). (Value: 20%)

## 4. Methodology, learning tasks, syllabus and resources

### 4.1. Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as:

- Lectures. The teacher's presentation of the course contents, theoretical bases and/or guidelines of assignments, activities or projects.
- Seminars. Sessions oriented to work on specific aspects as a complement to lectures.
- Assignments. The student, individually, will elaborate a document about the personal creative process aimed at the construction of personal discourse. It is an autonomous activity of research and practice, reading and handling of bibliography, writing, defense, etc.
- Workshops/ practice sessions / tutorials. Analysis and evaluation of the course activities and the learning process. Assessment of individual and group work.

### 4.2. Learning tasks

The course includes the following learning tasks:

- Introductory activities. Course presentation.
- Lectures. Explanation by the teacher of the contents.
- Practice sessions / Context analysis.
- Seminars. Case studies, commented readings. Analysis and critical reflection.
- Group tutorials.
- Autonomous work. Design, management and planning of the personal artwork.
- Group project: choosing the topic, design and planning, management, assembly, dissemination, etc.
- Presentations and/or exhibitions. Report, portfolio.

### 4.3. Syllabus

The course will address the following topics:

#### Section I: Context / Art and market

- The value of art and the market value of works of art
- Factors that determine the economic value of artworks
- Specific features of the art market. Young artists and consolidated artists

#### Section II: The artist as a professional

- Tools and basic skills for artistic professionalization
- The artist-creator-producer. Tax, obligations and billing
- Work with galleries and curators. Direct and indirect intermediaries
- Copyright

#### Section III: Exhibition space

- What is an exhibition?: typologies and discursive configuration
- Planning and design of the exhibition / exhibition brief
- Concept and narration: communicate through the exhibition
- Expositive systems and complementary media (lighting, graphics, montages...)
- Analysis of space, environment and management of real exhibition spaces
- The digital exhibition space

### 4.4. Course planning and calendar

The course has a total of 60 hours (30 sessions of 2 hours each). 30 hours are taught by a professor of the Sculpture Area (15 sessions) and 30 hours are taught by a teacher of the Painting Area (15 sessions). Below there is an approximate indication of the sessions dedicated to each one of the sections:

- Section I: Context / Art and market (6 sessions)
- Section II: The artist as a professional (8 sessions)
- Section III: Exhibition space (16 sessions)

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the "Facultad de Ciencias Sociales y Humanas" website: [fsh.unizar.es](http://fsh.unizar.es)

#### **4.5. Bibliography and recommended resources**