

Gallery Display I
CRN: 10138 - Art 262-3 Units
Tuesdays & Thursdays 12:20-2:55 p.m.
Aug. 20- Dec. 3
Gallery, building 2800

Instructor: Ms. Carol Hegarty
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Office hours:
Monday 5:15-6:15 p.m.
Wednesday 5:15-6:15 p.m.

Tuesday 5:15-6:15 p.m.
Thursday 11:20 a.m.-12:20 p.m.

SYLLABUS: FALL 2013

Students are responsible for knowing and adhering to the information in this syllabus as is the instructor.

Course/Catalog Description:

Theories, techniques and practice of art gallery exhibition including experience in care and preservation of art and seeing an exhibition from beginning to end; methods of locating shows, booking shows, communicating with artists, unpacking and returning exhibitions. (CSU)

Course Overview: This course covers art exhibits from start to finish providing the student with hands on experience, handling artwork, setting up an exhibit, meeting the public, and taking down exhibits. For those who may be considering a career in a gallery or museum setting, or those thinking about work in exhibition design.

Student Learning Outcomes:

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to:

Practice proper exhibition techniques through participation in the mounting of an exhibit. (LO1, ILO2, ILO3, ILO5)

Present, discuss and critique work in a coherent manner. (ILO1, ILO2, ILO3, ILO5)

Write a descriptive essay on a contemporary artwork. (ISLO1, ISLO3, ISO5)

These Student Learning Outcomes were designed to implement the following institutional learning outcomes.

Institutional Student Learning Outcomes:

Students who complete a degree or certificate at Imperial Valley College will demonstrate competency in these five areas: communication skills (ILO1), critical thinking skills (ILO2), personal responsibility (ILO3), information literacy (ILO4), and global awareness (ILO5).

Measurable Course Objectives and Minimum Standards for Grade "C":

Upon satisfactory completion of the course, students will be able to:

1. Study contemporary artists and their work.
2. Practice the care, upkeep and preservation of art.
3. Analyze methods of educating the public.
4. Perform methods and techniques of three dimensional design in the gallery.
5. Recognize the gallery and/or museum as a career.
6. Perform tasks relating to publicity and public relations.
7. Design and analyze flyers and literature for promotion.
8. Plan and organize an exhibition from beginning to end.
9. Observe contemporary exhibitions and art issues.
10. Interpret the roles of the non-profit Art Gallery in Society.

| CORE CONTENT | APPROX. % OF COURSE |
|--|---------------------|
| Introduction to contemporary local and distant artists and their work. | 10.00% |
| The care, upkeep and preservation of works of art. | 10.00% |
| Methods of educating the public about artists and art. | 10.00% |
| Three dimensional design: in the gallery. The study and use of lighting, wall space, floor space, pedestals, sculptures and paintings to create a successfully designed space. | 10.00% |
| Introduction to the commercial gallery. non-profit gallery and museum as professional career. | 10.00% |
| Publicity and public relations projects. | 10.00% |
| Invitations, flyers, and literature: writing, designing and circulating them. | 10.00% |
| Seeing an exhibition from beginning to end: methods of locating shows, booking shows, communicating with artists, unpacking and returning exhibitions. | 10.00% |
| The gallery scene: contemporary exhibitions and issues in the art world. | 10.00% |
| The role of the Non-Profit Art Gallery in Society. | 10.00% |
| TOTAL | 100% |

Required textbook:

Hughes, Philip (2010). *Exhibition Design* Laurence King Publishers.

The IVC bookstore has a rental program - go online at www.rent-a-text.com, register and get an ID, then pick up your book at the bookstore.

Methods of instruction:

Lecture/demonstration; in class critiques and discussion; audio-visual presentations; gallery and museum visitation; guest speakers. Hands on installing and de-installing art exhibitions, gallery sitting, meeting the public, learning about being a curator, and promoting exhibits.

Grading policy:

Grades are assessed on the following criteria:

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|---------------------------------------|-----|
| Participation in gallery activities | 60% |
| Classroom discussion | 10% |
| Three Exhibition Reviews | 10% |
| Personal response to assigned reading | 10% |
| Final Exam(take home) | 10% |

Exhibition reviews: For successful completion of the class students must attend a minimum of three art exhibitions during the semester. Students should write a short and informal “review” of each exhibit, with attention to the installation of the exhibit, using the guide supplied by the instructor.

Any student with a documented disability who may need educational accommodations should notify the instructor or the Disabled Student Programs and Services (DSP&S) office as soon as possible. The DSP&S office is located in Building 2100, telephone 760-355-6312 if you feel you need to be evaluated for educational accommodations.

Student Counseling and Health Services

Students have counseling and health services available, provided by the pre-paid Student Health Fee. You can find out more about services available for students at <http://www.imperial.edu/students/student-health-center/>. The IVC Student Health Center is located in the Health Science building in Room 2109, telephone 760-355-6310.

Student Rights and Responsibilities

Students have the right to experience a positive learning environment; students who disrupt that environment can be asked to leave the class. Faculty and students also have the right of due process. For further information regarding student rights and responsibilities please refer to the IVC General Catalog available online at www.imperial.edu

Examples of preparation necessary for each exhibit or special event at the gallery

- E-mail to the entire campus community announcing the opening
- Request E-mail blast to students
- Request clean up, and extra chairs and tables from maintenance
- Arrange for live or dj music
- Prepare/arrange for food and refreshments
- Arrange for marquee to announce show
- Contact Parking Control for free parking in nearest lot for guests
- Prepare gallery
 - Repair and paint walls
- Prepare sign in log
- Assign photographers for exhibit opening
- Put show up on Facebook and college pages
- Design, have printed and distribute posters
- Press release 2 weeks ahead of time, newspapers, radio.
- Arrange show
- Design, order, pick up and install signage
- Hang show
- Make labels
- Hang labels

- Take artwork down, wrap and contact artists for pick up
- Type in contacts gleaned from sign in log at gallery for future email list

Recommended Periodicals:

| | | | |
|---------------|------------------|-----------|-----------------|
| Juxtaposition | Art in America | Flash Art | Artforum |
| Artweek | New Art Examiner | Art News | Modern Painters |

FALL 2013 Gallery Display Weekly schedule:

(This may be changed as needed at the discretion of the instructor.)

Class 1 Tuesday Aug. 20 Intro: Syllabi and class content.

Class 2 Thursday Aug. 22. Clean and Prepare Gallery. Begin Day of the Dead Open Call for Art – posters, entry blanks, Facebook etc.

Class 3 Tuesday Aug. 27 Pieces arrive by Tuesday, August 27 – Begin Placement and Hanging.

Class 4 Thursday Aug. 29 Continue installation.

Class 5 Tuesday Sept. 3 Complete Installation with name tags, signage, etc.

Class 6 Thursday Sept. 5 Final preparations, refreshments, music. Coachella Valley Artists/Date Farmers Opening 4-7 p.m. Thursday, Sept. 5

Class 7 Tuesday Sept. 10 Coachella Valley Artists/Date Farmers ASG Student Reception during College Hour

Class 8 Thursday Sept. 12 Gallery Sitting- Continue Day of the Dead Open Call for Art – posters, entry blanks, Facebook etc.

Class 9 Tuesday Sept. 17 Gallery Sitting – Notification of press and radio, Day of the Dead.

Class 10 Thursday Sept. 19 Gallery Sitting

Class 11 Tuesday Sept. 24 Pieces arrive Monday Sept. 23 & Tuesday, Sept. 24 (will have some evening hours for drop off) Begin tentative placement.

Class 12 Thursday Sept. 26 Possible Presentation by Simon Silva with ASG. Coachella Valley Artists/Date Farmers close Thursday, Sept. 26. Take down show, wrap, begin installation of Day of the Dead.

Class 13 Tuesday Oct. 1 Continue installation. Name tags, signage.

Class 14 Thursday Oct. 3 Final preparations, refreshments, music. Day of the Dead Opening 4-7 p.m. Thursday, Oct. 3

Class 15 Tuesday Oct. 8 Day of the Dead ASG Student Reception during College Hour.

Class 16 Thursday Oct. 10 Gallery Sitting- Begin Cuellar, Yerena, Gibson Exhibit – posters, Facebook etc.

Class 17 Tuesday Oct. 15 Gallery Sitting – Notification of press and radio, Cuellar, Yerena, Gibson Exhibit.

Class 18 Thursday Oct. 17 Gallery Sitting

Class 19 Tuesday Oct. 22 Gallery Sitting

Class 20 Thursday Oct. 24 Gallery Sitting

Class 21 Tuesday Oct. 29 Jennifer Cuellar (originally from Calexico), Ernesto Yerena (originally from El Centro), Danny Gibson (originally from El Centro) Pieces arrive by Tuesday, Oct. 29. Begin consideration of installation.

Class 22 Thursday Oct. 31 Day of Dead Closes, Halloween, Begin arranging Cuellar, Yerena, Gibson Exhibit.

Class 23 Tuesday Nov. 5 Continue installation of Cuellar, Yerena, Gibson Exhibit. Name tags, signage.

Class 24 Thursday Nov. 7 Final preparations, refreshments, music. Cuellar, Yerena, Gibson Exhibit Opening 4-7 p.m. Thursday, Nov. 7

Class 25 Tuesday Nov. 12 Cuellar, Yerena, Gibson Exhibit ASG Student Reception during College Hour.

Class 26 Thursday Nov. 14 Gallery Sitting

Class 27 Tuesday Nov. 19 Gallery Sitting - Begin promotion for next semester's shows, Facebook etc.

Class 28 Thursday Nov. 21 Gallery Sitting – Notification of press and radio for next semester's shows.

Class 29 Tuesday Nov. 26 Gallery Sitting

THANKSGIVING HOLIDAY NOV. 28

Class 30 Tuesday Dec. 3 Gallery Sitting

Class 31 Thursday Dec. 5 ** Final Take down and wrap Cuellar, Yerena, Gibson Exhibit.**