

# ART 127: DISPLAY AND EXHIBITION DESIGN

## Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2024
Credits:	3
Total Contact Hours:	54
Lecture Hours :	36
Lab Hours:	18
Hours Arranged:	54
Outside of Class Hours:	72
Total Student Learning Hours:	180
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter

## Catalog Course Description

Explores concepts and hands-on applications of the curatorial processes, gallery operations and gallery management skills. Examines the professional side of the arts, emphasizing contemporary art, theories, practices and media. 36 lecture hours, 18 lab hours, 54 lab hours arranged.

## Course Objectives

- Incorporate the various methods in curating and managing an art exhibition or gallery
- Exhibit the various actions to work as a group member in gallery operations
- Paint, patch and hang a successful gallery show
- Differentiate between artistic styles, cultures and aesthetic qualities
- Develop fundamental skills needed when working or running a gallery

## Major Course Content

1. Introduction
  - a. What is gallery (student-run, non-profit, for profit, museum, etc)
  - b. What is a curator? (museum, artist, collection-based etc)
  - c. Roles in the gallery
  - d. Career paths, work placements and internships
  - e. Types of exhibitions
2. Curatorial
  - a. Exhibition planning
    - i. Refining the theme
    - ii. Research
    - iii. Tour artist studios
  - b. Space planning
  - c. Working with artists
  - d. Working with lenders
  - e. Curator as spokesperson
3. Exhibition Design

- a. Sequencing spaces and laying out works of art
  - b. Audio visual (AV) media, interactive display, new media (audio guides / enhanced media guides, apps, QR codes, websites)
  - c. Building walls/ arranging walls
  - d. Wall colors
  - e. Signage
4. Working with artists
    - a. solo exhibitions
    - b. group exhibitions
    - c. Getting works of art to your space
    - d. Insurance / Indemnity
    - e. Loan agreements
  5. Gallery Management
    - a. Time Line
    - b. Budgets
      - i. Funding / sponsorship / sponsorship in kind
      - ii. Loan requests
    - c. Scheduled viewings
    - d. Staff education and briefings
    - e. Documenting your exhibition
    - f. Taking down the show (return of artworks, etc)
    - g. Evaluations / visitor surveys
    - h. Documenting the exhibition
  6. Marketing and Publications
    - a. Press release and / or working with PR agencies
    - b. Catalog, booklet, pamphlet and postcards
      - i. Picture collection, copyright, courtesy and clearance
      - ii. Graphic Design
      - iii. Overseeing printing and production
      - iv. Distribution and promotions
      - v. Mailing lists
    - c. Private viewings
    - d. Social media and Networking
  7. Installation
    - a. Art handling
    - b. Final exhibition layout

- c. Hanging the works to the wall
- d. Lighting

## Lab Content

Play a role as a group member or solo student in all areas:

- Curate Exhibitions
- Design Exhibitions
- Management
- Marketing and Publications
- Installation

## Hours Arranged Content

- Field trips to galleries and museums to view and critique exhibitions
- Field trips to artists' studios
- Artist, Gallery and/or Museum Curators talks
- Play a role as a group member or solo student in all areas:
  - Curate Exhibitions
  - Design Exhibitions
  - Management
  - Marketing and Publications
  - Installation

## Suggested Reading Other Than Required Textbook

Periodicals: Artweek, Calendar

## Examples of Required Writing Assignments

Visit a local art gallery and write a 2-3 page review of a current exhibition.

## Examples of Outside Assignments

View various art exhibitions and galleries. Research and curate a historical and contemporary themed exhibit.

## Instruction Type(s)

Lab, Lecture