

COURSE SPECIFICATION DOCUMENT

Academic Department:	Communications and The Arts
Programme:	Art History and Visual Culture Film Studies Film & Photography
FHEQ Level:	6
Course Title:	Working in the Art World
Course Code:	AVC 6101
Total Hours:	160
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credits:	16 UK CATS credits 8 ECTS credits 4 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 course takes a self-reflexive and critical approach to analyzing issues connected to inclusion/exclusion as well as diversity initiatives at various international arts organizations. 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:

GEP 4180 Research and Writing 2

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.

Programme Outcomes:

Art History and Visual Culture: A6(i), B6(v), C6(i), C6(ii), C6(iii), C6(iv), D6(i), D6(iii)
Film and Photography: A6(i), B6(ii); C6(i); C6(ii); C6(iii); C6(iv); D6(i); D6 (ii); D6(iii), D6(iv)
Film Studies: A6(iii), B6(i), B6(iii), C6(ii), D6(ii), D6(iii), D6(iv)

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

This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

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, to 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
- Demonstrate flexible skills that translate directly into the workplace

Indicative Content:

- Curatorial and management skills (practical and theoretical)
- Non-for-profit sector; commercial galleries; auction houses; artfairs
- 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 University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

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.

Indicative Texts:

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

Mason, R., Robinson, A. and Coffield, E. *Museum and Gallery Studies: The Basics*. (Routledge: London, 2017).

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

Winkleman, E. and Pindle, H. *How to Start and Run a Commercial Art Gallery* (Allworth Press, 2018).

Journals:

Anti-Racism Resources in the Art World, (Artsy, 2020).

A Place to Start: Resources and Organizations for Fighting Racism and Supporting Justice and Equality, (MOMA, 2020)

On Curating, Engage, Tate Papers

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Change of Assessment Norms from Standard to Writing Intensive		
Update in Indicative Texts	18/11/20 (Dept)	
Updated course description	18/11/20 (Dept)	
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	
Total Hours Updated	April 2024	