

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTTPC.

**Academic School/Department:** Communications, Arts and Social Sciences

**Programme:** Art, Design and Media

**FHEQ Level:** 6

**Course Title:** Going Public

**Course Code:** ADM 6391

**Course Leader:** Dennis de Caires

**Student Engagement Hours:** 120

Demonstrations and Practice 12

Lectures 18

Tutorials and/or Group Critiques 9

Study Visits 6

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45

Independent / Guided learning: 75

**Semester:** Fall

**Credits:** 12 UK CATS credits

6 ECTS credits

3 US credits

### **Course Description:**

The focus of this course is on identifying and developing skills necessary to make the transition from being a student to becoming a practicing artist/designer engaged with the professional world. To this end, projects include CV writing, postgraduate applications and grant funding as well as the logistics and theoretical aspects of presenting work to a greater audience through curating exhibitions, projects and online portfolios.

**Prerequisites:** ADM 5205

### **Aims and Objectives:**

The course aims to acquaint students with the knowledge, skills and strategies necessary to progress on to post graduate study or to gain employment in the creative industries.

### **Programme Outcomes :**

A4, A7, A9, B6, C5, C8, C9, C10, C11, C13, D2, D3, D4, D5, D6, D8, D10, D11

A detailed list of the programme outcomes are found in the Programme Specification.  
This is located at: <http://myrichmond.richmond.ac.uk/departments/artsandsciences>

### **Learning Outcomes:**

- Demonstrate a systematic understanding of the context of professional art/design practice.
- Demonstrate professional communication skills in the written and oral presentation of one's self and art/design work
- Effectively work as a team leader and/or team player in the production of a public display of art/design work

### **Indicative Content:**

- Assessing your skills and enthusiasms, addressing your future.
- Your work and your discourse.
- Writing a CV.
- Preparing graduate school applications.
- Professional standards of production, notation and record keeping.
- Politics and economics of professional practice.
- Book-keeping, taxes and allowances. Photographing your work.
- Portfolio production. Mounting and framing.
- Getting a job. Applications and interviews.
- The artist's statement. Finance and funding applications.
- Art exhibitions. Art dealers. Critics. Auction houses.
- Self-promotion. Publicity material.
- Intellectual property, droit de suite, model releases and copyright law.
- Exhibition

### **Assessment:**

This course conforms to the Richmond University Special Programme Assessment Norms for Art, Design and Media approved by Academic Council on 28 June 2012.

### **Teaching Methodology:**

The course will contain lectures, demonstrations and discussions.

Students will complete a variety of set written exercises in order to obtain useful models for future use.

The group will learn how to curate, organize and mount a public exhibition of art work.

### **Bibliography:**

#### *Indicative Text(s):*

The \$12 Million Stuffed Shark. Don Thompson, Aurum, 2012

#### *Journals*

