

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications & The Arts
Programme:	MA AVC
FHEQ Level:	7
Course Title:	Working in the Art World
Course Code:	AVC 7115
Student Engagement Hours:	200 (standard 4 credit MA course)
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
Semester:	Fall, Spring
Credits:	20 UK CATS credits 10 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 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:

MA AVC student only

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. The course will also enhance transferable skills (written and oral) through group discussion, group projects, presentations, and research papers based upon a critical understanding of these concerns

Programme Outcomes:

A7, B6, C3, C5, D7, D8

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located 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 critically engaged approach to the representation of art in museums and galleries
- Demonstrate a critical knowledge of professional practice in the arts and creative cultural industries
- Show excellent writing skills including logical and structured narratives and arguments supported by relevant primary and secondary evidence
- Demonstrate professional presentation skills including verbal visual analysis, communicated clearly to specialist and non-specialist audiences
- Deploy the skills and experience required to work in the arts and creative cultural industries

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 are located at <https://www.richmond.ac.uk/university-policies>.

Teaching Methodology:

The course will consist of lectures and discussion led seminars, which will be based on assigned readings. Audio-visual aids and study materials will be used as appropriate. Students will be expected to participate regularly in discussions, as the formulation of their own thoughts and clarification of their assumptions, often in contradiction to other students' thoughts and assumptions, form a crucial part of the learning process. The course establishes a framework for intellectual engagement and as a forum in which students can hone their analytical skills in the context of discussion and debate. Although an emphasis

