



El Camino College
 COURSE OUTLINE OF RECORD – Official

Course Acronym:	ART
Course Number:	194
Descriptive Title:	Gallery Management and Exhibition Design
Division:	Fine Arts
Department:	Art
Course Disciplines:	Art
Catalog Description:	This course is a study of the theory, techniques, evaluation, and analysis of gallery operations and the production of art exhibits. Students will research a topics or themes, artists or artworks, conduct studio visits, and design and install exhibitions.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	eligibility for English 1A
Enrollment Limitation:	
Hours Lecture (per week):	2
Hours Laboratory (per week):	3
Outside Study Hours:	4
Total Course Hours:	90
Course Units:	3
Grading Method:	Letter Grade only
Credit Status:	
Transfer CSU:	Yes
Effective Date:	4/4/1988
Transfer UC:	No
Effective Date:	
General Education:	ECC
Term:	
Other:	
CSU GE:	
Term:	
Other:	

IGETC:	
Term:	
Other:	
Student Learning Outcomes:	SLO #1 Students will be able to demonstrate the ability to create effective design and layout principles, space manipulation, lighting, and color relationships related to the installation.
Course Objectives:	<ol style="list-style-type: none"> 1. <ol style="list-style-type: none"> 1. Define and analyze the basic principles of gallery management including budget, economics, insurance, shipping and handling, and personnel. 2. Plan an exhibition or project that may include: choosing a title, designing announcements, creating press packets, and assembling art works. 3. Demonstrate design and layout principles, space manipulation, and lighting and color relationships related to the installation of gallery exhibitions 4. Demonstrate the correct use of tools and equipment for installing gallery exhibitions. 5. Evaluate an exhibition's installation in terms of layout, lighting, wall labels, wall color, and the title wall design and wall color. 6. Evaluate an exhibition's curatorial thesis in terms of media, numbers of works and sequence of art and content of art works. 7. Examine components of art gallery management such as consignment, commission, and insurance agreements, arrangements for framing, delivery, pricing, publicity, receptions, and sales.
Major Topics:	<p>I. Roles of Gallery Personnel (4 hours, lecture)</p> <p>A. Curator B. Exhibit Designers C. Catalog Designers D. Social Media Contacts E. Gallery Educator</p> <p>II. Behind-the-Scenes Gallery Tours (6 hours, lecture)</p> <p>A. Staff roles and responsibilities B. Storage facilities and supplies C. Mechanical systems and equipment D. Gallery procedures</p> <p>III. Business Operation of Galleries and Museums (10 hours, Lecture)</p> <p>A. Economics and accounting B. Staff roles and responsibilities C. Education and curatorial functions D. Insurance and conservation</p>

	<ul style="list-style-type: none"> E. Shipping and handling F. Documenting and archiving art works <p>IV. Organizing and Producing Exhibitions (16 hours, lecture)</p> <ul style="list-style-type: none"> A. Types of venues B. Concept, theme, and genre C. Curatorial role, writing proposals, themes, finding artists and artworks D. Wall and space design E. Installation and lighting F. Handling and preparation of artwork, loan forms, condition reports G. Publicity and press packets H. Artist/gallery relationship I. Insurance and liability <p>J. Documentation, contracts, and legal issues</p> <p>IV. Organizing and Producing Exhibitions (54 hours, lab)</p> <ul style="list-style-type: none"> A. Types of venues B. Concept, theme, and genre C. Curatorial role, writing proposals, themes, finding artists and artworks D. Wall and space design E. Installation and lighting F. Handling and preparation of artwork, loan forms, condition reports G. Publicity and press packets H. Artist/gallery relationship I. Insurance and liability <p>J. Documentation, contracts, and legal issues</p>
Total Lecture Hours:	36
Total Laboratory Hours:	54
Total Hours:	90
Primary Method of Evaluation:	3) Skills demonstration
Typical Assignment Using Primary Method of Evaluation:	Hang a painting on a wall so that the center of the painting is fifty-four inches above the floor and centered on the wall. Demonstrate proper methods of handling works of art, safe use of tools and equipment. Select and use the appropriate hardware needed for this task.
Critical Thinking Assignment 1:	Given a specific time period, curate, plan, and present a group art exhibition at a community venue and include the selection of a title or theme and the design and creation of announcements or press packets. Demonstrate effective design and layout principles, space utilization, lighting, and color relationships.
Critical Thinking Assignment 2:	Assess the condition of any two art objects on display in a local gallery or museum. In a written report apply the evaluation criteria as outlined by Richard Rusk in his 1978 Museum News article, "Describing the Condition of Art Objects" to your analysis.
Other Evaluation Methods:	Essay Exams, Laboratory Reports, Other Exams, Quizzes, Written Homework

Instructional Methods:	Demonstration, Discussion, Lecture
If other:	Critiques
Work Outside of Class:	Answer questions, Observation of or participation in an activity related to course content (such as theatre event, museum, concert, debate, meeting), Problem solving activity, Required reading, Skill practice, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Textbooks:	<p>Margaret R. Lazzari. Press Release and Press Kit from The Practical Handbook for the Emerging Artist, Harcourt College Publishers, 2002. (Discipline Standard)</p> <p>Richard D. Buck. Describing the Condition of Art Objects, Museum News, 1978. (Discipline Standard)</p> <p>Eric B. Rowilson. Rules for Handling Works of Art, Adelaide, 1973. (Discipline Standard)</p>
Alternative Textbooks:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite:	
Category:	
Requisite course(s): List both prerequisites and corequisites in this box.	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
Requisite course:	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	

Requisite Skill:	eligibility for English 1A
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	<p>Students need reading and writing skills in order to evaluate an exhibition's installation in terms of layout, lighting, wall labels, wall color, and the title wall design and wall color and to evaluate an exhibition's curatorial thesis in terms of media, numbers of works and sequence of art and content of art works.</p> <p>Ability to compose a written report. Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.</p> <p>Ability to read and interpret a college-level textbook. Summarize, analyze, evaluate, and synthesize college-level texts.</p>
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	David Patterson
Date:	04/04/1988
Original Board Approval Date:	
Last Reviewed and/or Revised by:	Joyce Dallal, Michael Miller
Date:	04/18/2022
Last Board Approval Date:	06/20/2022