

## 25151 - Exhibition Space Design and Management

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 25151 - Exhibition Space Design and Management

**Faculty / School:** 301 - Facultad de Ciencias Sociales y Humanas

**Degree:** 278 - Degree in Fine Arts

**ECTS:** 6.0

**Year:**

**Semester:** First Four-month period

**Subject type:** Optional

**Module:**

### 1. General information

Contemporary artistic creation requires theoretical and practical skills and knowledge that must be acquired in order to develop professional practice. An understanding of the mechanisms internal and external to the processes of presentation and exhibition of the work of art is essential. Teaching is in charge of the areas of painting and sculpture, with 15 ECTS each.

The ability to communicate, manage and disseminate personal work in the professional field is worked on, as well as the creation of curatorial exhibition proposals and the development of projects of this type.

Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>) so that the acquisition of the learning results of the subject provides training and competence to contribute, to some extent, to their achievement.

*O4: Quality Education.*

*O5: Gender Equality.*

*O12. Responsible Production and Consumption*

### 2. Learning results

Upon completion of this subject, the student will be able to:

- Attain basic knowledge about the professional artistic world. Artistic management methods and their legal aspects. Know the agents and factors involved in the exhibition of the work of art.
- Understand the legal processes of the insertion and circulation of the work of art in the social and cultural context.
- Design, manage and coordinate an exhibition of any kind.
- Adapt the exhibition by demonstrating how to work with the exhibition space for the benefit of the work(s) or project(s).
- Innovate, investigate and experiment in the exhibition and circulation of artistic works and projects.
- Prepare documents, dossiers and reports on exhibition projects. Know the guidelines for their presentation in institutions, art centres, exhibition halls..
- Work as a team with other agents and sectors of the cultural industry such as managers, coordinators..

### 3. Syllabus

The approach of the subject responds to the development of the following topics: In general terms, there are two aspects: 1st of theoretical support to the art system; 2nd of orientation towards the design and management of exhibition spaces.

BLOCK 0. Presentation and exposition of the program to be developed (2 sessions)

BLOCK I. Exhibition space (14 sessions)

BLOCK II. Context/Art and market (4 sessions)

BLOCK III. The artist as a professional (8 sessions)

BLOCK IV. Presentations and oral defence (2 sessions)

### 4. Academic activities

The program offers the students help to achieve the expected results and comprises the following activities:

Teaching methodology			
Activity	Teaching techniques	Student work	Hours
Block 0	Introductory activities and	<u>Face-to-face</u> . Classroom	4

Presentation and introduction	presentation of the subject.	practices	
		<u>Non-face-to-face: Personal project. Beginning of the thematic decision</u>	6
Block 1 Exhibition space	Theoretical lessons. Expository classes. Seminars and practical workshops. Tutored work in the classroom. Case studies. Shared discussions and debates.	<u>Face-to-face. Classroom practices</u>	15
		<u>Non-face-to-face: Personal project. Beginning of the artistic research and creative process</u>	28
Block 2 Seminar: The artist as a professional	Theoretical lessons. Expository classes. Seminars and practical workshops. Tutored work in the classroom. Case studies. Shared discussions and debates.	<u>Face-to-face. Classroom practices</u>	22
		<u>Non-face-to-face: Personal project. Exhibition development</u>	30
Block 3 Seminar: Context/Art and market	Shared discussions and debates. Presentation and defence: audiovisual presentations. Critical and self-critical analyses and evaluations.	<u>Face-to-face. Presentations and sharing. Co-evaluation.</u>	15
		<u>Non-face-to-face: Definition and partial conclusions of group project</u>	20
Block 4 Laboratory: Presentation, defence and evaluations	Shared discussions and debates. Presentation and defence: audiovisual presentations. Critical and self-critical analyses and evaluations.	<u>Face-to-face. Presentations and sharing. Co-evaluation</u>	4
		<u>Non-face-to-face: Definition and conclusion of the final project</u>	6
		TOTAL:	150

## 5. Assessment system

The evaluation will be continuous, but requires 80% attendance. The proposed practices will have a delivery deadline. After the deadline, there will be a 20% reduction in their final grade.

### ASSESSMENT CRITERIA

- Treatment, development and presentation of the work.
- Quality, structure and interest of the project presented.
- Adequacy of the same to the stated lines of action.
- Assimilation and application of theoretical contents.
- Initiative, resolution and active participation in the management, coordination and direction of the projected exhibition.
- Capacity for analysis and criticism; oral and written argumentation.
- Attendance and engagement.

### FIRST CALL

The system of continuous evaluation offers the possibility of passing the subject with the highest grade at the end of it.

In addition, there will be a global evaluation test for the students who do not opt for this type of evaluation, do not pass the subject by this procedure or wish to improve their grade. They will be given a global evaluation test, fixed in the academic calendar by the Centre.

### SECOND CALL

All students who have not passed the subject will have the right to take a global test during the period established for this purpose by the Governing Council in the academic calendar.

### GLOBAL TEST:

It will consist of:

1. Short answer questions on the contents of the subject (Value: 20%)
2. Elaboration and presentation of the Artistic Dossier in digital format (Value: 30%)
3. Elaboration of an unpublished curatorial project in digital format (Value: 30%)
4. Oral defence of the Artistic Dossier and the Exhibition Project (Value: 20%)

\*On the percentages reflected, a final quantitative numeric grade from 0 to 10 will be obtained according to the regulations of the University of Zaragoza.

Students should be aware of the **plagiarism regulations** of the University of Zaragoza.

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#### GLOBAL TEST

*All students are entitled to a global test to pass the subject or to improve the grade obtained. Students attending the exam must be punctual on the day and at the time indicated in the exam notice, otherwise they will be considered as "No Show".*

#### SECOND CALL

*The evaluation in the second call, to which all students who have not passed the subject will be entitled, will be carried out by means of a global test to be taken during the period established for this purpose by the Governing Council in the academic calendar.*