

**AAD 410/ 510 Gallery Management & Organization
Spring 2008**

Spring Term 2008, 4 credits

March 31 – June 9, 2008

Meeting Times: Mondays, 5:30-8PM

Instructors: Susan Detroy, 541-345-2514, detroy@uoregon.edu,
Marilyn Robert, 541-342-3705, marilyn@eugenetextilecenter.com

Location: Jacobs Gallery at the Hult Center

FORMAT

In class: Lecture ,discussion, and presentation

Outside of class: Research, writing assignments, visits to gallery/museum venues,
online communication, fieldwork, and project development

IMPORTANT DATES

March 31	First day of class
April 14	Graduate abstracts due
May 5	Graduate abstracts due
May 26	HOLIDAY
June 2	Graduate abstracts due
June 2	Presentations
June 9	Presentations

COURSE OBJECTIVES

This course is designed to offer instruction in the management and operations related to the presentation of art media in a variety of venues, including public and private galleries, public spaces, and alternative sites. Participants will:

- explore and practice a range of activities necessary to plan for, install, and document artwork
- explore and develop aesthetic values and critical vocabulary to guide in art selection and review
- develop a presentation which will demonstrate specific aspects of the exhibition experience
- expand their understanding of the work of the professional artist and the vital role of exhibitions
- explore a variety of gallery business models, including contracting artists, insurance, budget creation and management, and marketing strategies

- participate in a field work experience in a local gallery under the direction of the Gallery Director or other personnel
- document their experience in a journal
- develop organizational skills appropriate to [resenting works of art in a gallery.

MAJOR ASSIGNMENTS

The Journal

Each class participant is required to keep a journal. The format of the journal is flexible. Students may choose a written format, drawing or painting, photography, or a combination. An alternative choice is to create an online journal or a blog. Students are required to make weekly entries, and to *submit the journals to Marilyn and/or Susan at the beginning of each class for review*. The practical purpose of the journal is to document the ongoing tasks, perceptions, ideas for work, and to keep a record of the experiences, internal and external, that arise from the coursework.

There is no single right way to create the journal. It will reflect concepts, interactions, emotions you experienced as you engaged with the material in the course. It may be used as a planning tool, to take notes or sketch ideas. The more often entries are made in the journal, the more the student will benefit.

Field Work

Class participants will have a *ten-hour work assignment* in a gallery. Instructors will contact gallery owners/directors to arrange placements prior to the term. Evaluation of student performance will be conducted by gallery personnel using a checklist from the instructors to which students will have access. Depending on the venue, the gallery experience will vary and may include the following:

- mounting a show
- gallery sitting
- gallery prep
- assisting with opening/reception
- lighting
- documentation
- assisting owner/director in gallery administration

Presentation

This final creative project consists of a *twenty-minute presentation* focusing on an aspect of gallery organization, management, function or purpose.

As an example, a student might develop a promotional packet for a specific gallery. This student would work with that gallery to understand its mission and goals. The packet could

include logo, exhibition announcement, website, news release, print advertisement, public service announcement.

Presentations will be given to the class on June 2 and June 9. Students will make advance arrangement with instructors when necessary for audio-visual or other equipment required for the presentation.

The format for the presentation is flexible. Some examples are; lecture, DVD, performance, art installation, website, blog. Students will provide written documentation for all presentations, including process and research material.

Graduate Student Coursework

Additional coursework is required for graduate credit. Specifically:

- Six additional readings are expected. Two abstracts of these readings will be turned in to instructors on three dates. (see Important Dates)
- A special project, to be agreed upon with instructors, is required. This may consist of extra field work, essay, website development, or other.

WEEKLY SCHEDULE

Week One—March 31

Topics

- Introductions, Class Overview, Syllabus, Assignments

In-Class Activities

- Introductions of Students and Instructors,
- Overview of the class, Schedules and Expectations, Grading options,
- Assignments for the Term, Syllabus, Assignment for Week Two
- Discuss on-going assignments, Journal and Final Project
- Discuss graduate level assignments as needed
- Discuss checklist for gallery visit

Readings

- Syllabus
- Listing of Galleries, Local, Regional
- Check List for Gallery Visit
- Kinghorn, Naomi; Willis, Ken, *Estimating Visitor Preferences for Different Art*
- *Gallery Layouts Using a Choice Experiment, Museum Management and Curatorship*, Volume 22, Issue 1 March 2007, pages 43-58

Internet Explorations

- <http://www.galleriesystem.com/>
- <http://freshome.com/2007/04/17/room-color-and-how-it-affects-your-mood/>

- <http://psychology.about.com/od/sensationandperception/a/colorpsych.htm>
- http://www.startframing.com/educational/jimmiller/jimmiller_04.php

Visit and read two of these sites

- <http://www.soluxtli.com/edu13.htm>
- <http://www.drloriv.com/advice/light.htm>
- <http://www.ooks.com>
- http://www.diynetwork.com/diy/Id_other/article/0,2041,DIY_14021_2273_843,00.html
- http://www.art-search.com/art_products_services/hanging_systems_services/

Assignments to do by April 7

- Gallery visits and Journal reporting on visit, locations, description, photos, drawings, interview.
- Attend Eugene's First Friday ArtWalk, April 4

Week Two—April 7

Topics

- Gallery Set Up / Physical Space / Lighting / / Color / Limitations/Accessibility/ Positive and Negative Aspects

In Class Activities

- Present and discuss individual gallery visits
- Speaker: **Charly Pritchard**, Lighting, Installation, Curating, Collections

Readings

- Online Sites for Color and Lighting and Care and Handling of Artwork
- Kinghorn, Naomi; Willis, Ken, "Estimating Visitor Preferences for Different Art Gallery Layouts Using a Choice Experiment," *Museum Management and Curatorship*, Volume 22, Issue 1 March 2007, pp. 43-58
- *Exhibit Guidelines* Compiled by Becky Guy, Diva Exhibition Coordinator

Internet Exploration

Go to, follow links, make notes and formulate four questions:

- <http://www.stellersgallery.com/Resources/HowToHang.asp>
- http://paigewest.typepad.com/art_addict/care_and_handlingindex.html
- <http://hallofframesprescott.com/care-handling.htm>
- <http://www.pdgdesign.net/signage.html>
-

Assignments to do by April 14

- Online research for Gallery Design software, ask for samples, review samples if possible,

- Visit another gallery unlike the first. Interview gallery personnel. Use check list and prepare a presentation

Week Three—April 14

Topics

Design Techniques / Hanging artwork / Labels / Shipping and Receiving Artwork / Care & Handling of Artwork

In-Class Activities

- Using gallery visit presentation and time spent in galleries in past two weeks discuss hanging methods of display, lighting, layout and design, pros and cons.
- Speaker: Sarah Grew, Artist, Installation, Curating

Readings

- *Exhibit Guidelines*, Compiled by Becky Guy, Diva Exhibition Coordinator
- Silber, Lee Self-Promotion for the Creative Person, Chapter 7, pgs. 174 –199
- Robert, Marilyn, *List of Gallery Activities: Mounting a Show*

Internet Exploration

Visit and read:

- <http://en.wikipedia.org/wiki/Curator>
- http://en.wikipedia.org/wiki/Exhibition_designer
- <http://www.straight.com/article/the-artist-as-curator>
- <http://www.pdgdesign.net/>

Assignment to do by April 21

- Read job descriptions for galleries
- Write your job description for your gallery
- Listen to pod cast and make notes on the conversation, note something new you learned
- http://www.zoom-in.com/podcasts/2007/02/gallery_management_with_sarah

Week Four—April 21

Topics

- Administration / Job descriptions / Who does what / What jobs in galleries / Organizational Skills, Communication

In-Class Activities

- Discussion of assignment and pod cast
- Role-play gallery interaction situations
- Speakers: Hue Ping Lin and Dick Easley, Owners, White Lotus Gallery, Eugene

Readings

- Silber, Lee *Self-Promotion for the Creative Person*, Chapter 7, pgs. 174 –199
- Robert, Marilyn, *List of Gallery Activities: Mounting a Show*
- List of Gallery Associated Jobs
- Gallery Mission Statements from local and regional galleries
- Read *New Art Around Campus*, LCC Bulletin
- Omundson, Paul. *Vision and Tenacity Shape Evolution of Jacobs Gallery*, draft
- *Forrester Gallery Management Plan*, Forrester Gallery, New Zealand

Assignment to do by April 28

Attend Last Friday ArtWalk April 26

Read materials on evidence based art/medical facility galleries

- Nanda, Upali; Hathorn, Kathy; Neuman, Tali, *The Pebble Report, The Art-Cart program*
- Hathorn, Kathy; Nanda, Upali *Current Research in Evidence-Based Art Programs*
- *Art Selection Guidelines*, Hathorn, Kathy (for PeaceHealth) *Guiding Principles of the PeaceHealth Art Program*

Week Five—April 28

Topics

- Medical facility galleries/evidence based art selection

In-Class Activities

- Speaker: **Bonnie Henderson**, PeaceHealth Public Relations, Art Committees, PeaceHealth Selection Process and Evidence-based Art

Readings

- Nanda, Upali; Hathorn, Kathy; Neuman, Tali, *The Pebble Report, The Art-Cart program*,
- Hathorn, Kathy; Nanda, Upali *Current Research in Evidence-Based Art Programs*
- *Art Selection Guidelines*, Hathorn, Kathy (for PeaceHealth)
- *Guiding Principles of the PeaceHealth Art Program*

Internet Exploration

- <http://www.realtimearts.net/article/issue69/7839>
- <http://www.straight.com/article/the-artist-as-curator>
- <http://www.anat.org.au/pages/archived/1999/nss/mediate-guidelines.html>

Assignment to do by May 5

- Attend First Friday May 2 if unable to attend in April
- Write Mission Statement for your gallery
- Online: Search for Mission statements for other galleries, make notes, including three questions
- Online: Visit Last Friday Artwalk, make notes & comments for discussion regarding how different than other galleries

Week Six—May 5

Topics

- Types of Galleries, Profit, Non-Profit, Hybrid, Coops, Educational, Online, Non Site Specific
- Boards of Directors, Budgets, Mission Statements, Purpose of a Gallery

Activities

- Speakers: Beverly Soasey, Artist and Director, Jacobs Gallery

Readings

- Gallery Mission Statements for Five Galleries
- *New Art Around Campus*, LCC Bulletin
- Omundson, Paul, *Vision and Tenacity Shape Evolution of Jacobs Gallery*, draft
- *Forrester Gallery Management Plan*, Forrester Gallery, New Zealand

Assignment for Week Seven

- Detroy, Susan, *Jacobs Gallery Exhibition Installation Volunteer Orientation*
- Soasey, Beverly, *Jacobs Gallery Information for Artists and Curators*
- Collect Call to Artist Prospectuses
- Search for online Call-to-Artists Prospectuses and download, write one page compare and contrast the calls to artists

Week Seven—May 12

Topics

- Process of an Exhibition / Call-to-Artists / Working with artists / Negotiating a contract / What they want need request / Deadlines / Meetings / Shipping and Receiving work / Sales / Care and Handling of Artwork / Curating

In-Class Activities

- Discussion of Call to Artists, and articles online
- Speaker: Mary Unruh, Director, DIVA, Eugene, Working with Artists

Readings

- Website articles on Care and Handling of Art and Curating
- Robert, Marilyn, *List of Gallery Activities: Mounting a Show*
- Detroy, Susan, *Jacobs Gallery Exhibition Installation Volunteer Orientation*
- Soasey, Beverly, *Jacobs Gallery Information for Artists and Curators*
- *Jacobs Gallery Artists Timeline*

Assignments to do by May 19

- Read and collect Press Releases
- Read and collect Art Reviews
- Write press release

- Write review
- Collect publicity materials
- Visit three gallery websites, compare and contrast

Week Eight—May 19

Topics

- Publicity / Networking / Public Relations / Reviews / Marketing / Posters / Web Management / Brochures

Activities

- Read and discuss personal press releases and reviews
- Review reading Silber, Lee Self-Promotion for the Creative Person, Chapter 7, pgs. 174 -199

Readings

- Read Press Releases
- Read Reviews

Assignment for Remainder of Term

- Attend First and Last Friday ArtWalk if unable to attend earlier in the term
- Work on Final project presentations
- Work on Journals

Weeks Nine—May 26, Holiday, NO CLASS

Week Ten—June 2

In-Class Activities

- Final Presentations
- Turn in Journals
- Instructor Feedback

Finals Week—June 9

In-Class Activities

- Final Presentations
- Turn in Journals
- Instructor Feedback

GRADING SCALE

Undergraduate students

Participation	6
Journal	20
Field Work	12
Presentation	20
7 Weekly Assignments 42 (6 ea)	

TOTAL 100

Graduate students

Participation	6
Journal	20
Field Work	12
Presentation	20
7 Weekly Assignments 42 (6 ea)	
5 Readings/Abstracts	10
Special Project	10

TOTAL 120

Final Grades

Undergraduate students

97-100	A+
93-96	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
59 & below	F
73 & above	P
72 & below	NP

Graduate students

117-120	A+
112-116	A
108-111	A-
104-107	B+
99-103	B
96-98	B-
93-95	C+
88-92	C
84-87	C-
80-83	D+
75-79	D
72-74	D-
73 & below	F
88 & above	P
87 & below	NP

EXPECTATIONS

Attendance

Tardiness and absences will reflect on the grade. Students are required to attend all class meetings for the full class time period. One excused absence will be allowed. Students with two absences will not receive credit for the course. All class work will be submitted on time, unless previously arranged with instructor due to extenuating circumstances.

Collaboration, Cooperation, and Teamwork

An important component in Gallery Management is the ability to work collaboratively with a team of people who are committed to the same task. This requires the participant to cultivate skills as both a leader and a follower of others. Students will:

- Commit to the success of the group process
- Demonstrate skills at problem solving and conflict resolution
- Demonstrate verbal, non-verbal, and written communication skills
- Contribute her or his full capabilities to an equal share of the ongoing workload.

COURSE CONDUCT

Participation in this class assumes that:

- The dignity and essential worth of all participants is respected.
- The privacy, property, and freedom of participants are respected.
- Bigotry, discrimination, violence, or intimidation is not tolerated.
- Personal and academic integrity is expected.

ACADEMIC HONESTY

Plagiarism is a serious offense. The consequence for using the words of another without quotation marks or citation, or of using the ideas and conclusions of another without citation, are severe. In this course, such academic dishonesty will result in automatic failure of the course. For further information regarding academic honesty, see <http://libweb.uoregon.edu/guides/plagiarism/students/>

Cell Phones and Laptops

Cell phones and similar devices must be turned off during the class period.

The use of laptops is permitted only for note taking or class-related internet work. Non-class-related computer activities, such as emailing, blogging, and surfing will not be tolerated.

Students with Disabilities

If you have a documented disability and anticipate needing special accommodations in this course, please contact Susan or Marilyn during the first week of the term. You will need to provide a letter from Disability Services (346-1155) verifying your disability. Disabilities may include, but are not limited to, neurological impairment; orthopedic, visual, or hearing impairment; traumatic brain injury, chronic medical conditions; emotional/psychological disabilities; and learning disabilities.