

ART M110: GALLERY PRACTICE/PORTFOLIO

Originator

elizee

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College

Moorpark College

Discipline (CB01A)

ART - Art

Course Number (CB01B)

M110

Course Title (CB02)

Gallery Practice/Portfolio

Banner/Short Title

Gallery Practice/Portfolio

Credit Type

Credit

Start Term

Fall 2023

Formerly

ART M60A - Art Gallery Practices

Catalog Course Description

Introduces gallery practices through exhibition selection and design, installation, documentation, and promotion of exhibits in the campus art gallery. Involves the development of a personal portfolio that will prepare students for transfer and/or professional artistic activity outside the college environment.

Taxonomy of Programs (TOP) Code (CB03)

1002.00 - Art (Painting, Drawing, and Sculpture)

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

E - Non-Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

May be required

Faculty notes on field trips; include possible destinations or other pertinent information

LACMA, MOCA, The Getty, Norton Simon Museum, Ventura County Museum of Art, art galleries in Los Angeles.

Grading method

(L) Letter Graded

Alternate grading methods

(O) Student Option- Letter/Pass

(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

17.5

Maximum Contact/In-Class Lecture Hours

17.5

Activity**Laboratory****Minimum Contact/In-Class Laboratory Hours**

105

Maximum Contact/In-Class Laboratory Hours

105

Total in-Class**Total in-Class****Total Minimum Contact/In-Class Hours**

122.5

Total Maximum Contact/In-Class Hours

122.5

Outside-of-Class**Internship/Cooperative Work Experience****Paid****Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

35

Maximum Outside-of-Class Hours

35

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Prerequisites

ART M20 or ART M23 or PHOT M10 or DES M130 or equivalent design skills

Entrance Skills**Entrance Skills**

ART M20 or ART M23, or DES M130 or PHOT M10

Prerequisite Course Objectives

ART M20-understand and apply the organizing principles of design: unity/variety, balance, rhythm, scale/proportion and emphasis/focal point.

ART M20-demonstrate an understanding of the elements of two-dimensional design: line, shape, texture, value, color and space.

ART M20-critique own and other students' solutions to specific projects and offer creative suggestions.

ART M20-demonstrate an understanding of the influences of a diverse range of artworks and artistic movements, throughout historical and contemporary art, including those from the traditional Western canon, non-Western cultures, and underrepresented groups.

ART M20-demonstrate creativity and sensitivity as they research, produce, analyze and critique works of art, while maintaining an awareness of diversity, equity and inclusion.

ART M23-develop awareness of commercial and fine art three-dimensional works.

ART M23-explore and develop individual creative process.

ART M23-employ principles of design when analyzing historic or contemporary three-dimensional forms.

ART M23-demonstrate an understanding of the effects of scale, light and gravity on the three-dimensional form.

ART M23-employ principles of design: proportion, emphasis, movement, balance, repetition, rhythm, economy and variety.

ART M23-demonstrate an understanding that each material has unique properties.

ART M23-make constructed compositions that demonstrate the understanding of the third dimension and its elements of line, mass, shape, space, texture, color, and value.

ART M23-define and apply the design principles which govern the making of art forms that are to be viewed from all sides.

DES M130-define and employ the basic elements of point, line and plane, and the gestalt principles in design.

DES M130-discuss color theory and apply the principles of color theory as a fundamental building block to control visual contrast and rhythm, and create the pattern in design

DES M130-discuss and apply the organizing principles of scale, weight, direction, texture, and space in a composition, and demonstrate how to compose work that ranges from the minimal to the complex.

DES M130-demonstrate the proper use of digital and traditional tools and techniques for design and production.

DES M130-critique own and other students' solutions to specific projects and offer creative suggestions.

DES M130-explore a range of image making techniques and create a series of images using photography, illustration, and type-as-image across analog and digital media.

DES M130-demonstrate your skills in typographic practice using text type and display type in both a functional and expressive manner.

DES M130-use storytelling in the process of creating digital media solutions.

PHOT M10-demonstrate knowledge of the basic manual operations of a DSLR or equivalent mirrorless camera

PHOT M10-produce correctly exposed image files in a variety of lighting conditions.

PHOT M10-differentiate between digital files of various types such as RAW, JPEG, TIFF, and XMP.

PHOT M10-demonstrate an ability to process camera raw files using a raw file editor and produce high quality prints from digital files.

PHOT M10-recognize and analyze the historical, social, and personal relationship the medium of photography has with culture and society.

PHOT M10-create photographic artworks utilizing compositional considerations and design principles such as color, black and white, texture, form and space.

PHOT M10-analyze and discuss issues dealing with photographic; history, artists, techniques, and art theories.

PHOT M10-identify photographic artists, interpret and analyze photographic images, and discuss and critique photographic images.

PHOT M10-apply their critical thinking skills when discussing and evaluating photographs.

Requisite Justification

Requisite Type

Prerequisite

Requisite

ART M20 or ART M23 or PHOT M10A or DES M130 or equivalent design skills

Requisite Description

Course in a sequence

Level of Scrutiny/Justification

Closely related lecture/laboratory course

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|--|
| 1 | present themselves professionally, in person and online, with written portfolio materials and high quality images of their artwork. |
| 2 | demonstrate creative and critical thinking, with an awareness and sensitivity to individual and cultural differences, as they research, produce, analyze and evaluate works of art for display in their gallery exhibitions. |
| 3 | curate, design, prepare artwork, install/light, and promote exhibitions of their own work and the work of other artists in a gallery space. |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|----|--|
| 1 | curate and design exhibitions for a specific gallery space. |
| 2 | determine the most effective kind of display methods for a work of art by matting, mounting and/or framing. |
| 3 | design and properly install, place and light 2- and 3-dimensional artworks in a gallery space. |
| 4 | create and distribute promotional materials for art exhibitions. |
| 5 | work collaboratively toward the successful completion of gallery exhibitions. |
| 6 | document artwork visually. Personal artwork will be documented through the creation of digital images and prints for the portfolio. Entire art exhibitions will be photographed in the gallery space. |
| 7 | present themselves professionally, through the creation of visual and written portfolio materials, to institutions for transfer, to galleries and museums for preparator/curatorial assistant positions, to working professionals in the art community for freelance/commissioned work, as well as to a variety of other creative career opportunities that arise. |
| 8 | craft a well-written cover letter, resume, biography, artist statement, and press release. |
| 9 | create or update an artistic presence through a web-based platform. |
| 10 | make informed decisions regarding career goals and educational paths and options. |

Course Content**Lecture/Course Content**

10% I. Self-Assessment: Begin students on the process of determining why they make art, what their artistic goals are and the potential career applications of these goals

- A. Materials and techniques
- B. Style
- C. Content/Voice
- D. Audience
- E. Purpose (Fine Art and/or Commercial Applications)
- F. Promotion
- G. Venues

25% II. The Process of Managing an Exhibition of Artwork

- A. Venues
- B. Exhibition Design
 - 1. Artists/Artwork
 - 2. Theme
 - 3. Spatial Considerations
- C. Calendar
- D. Promotion
 - 1. Mailing List
 - 2. Announcements
 - 3. Press Release
- E. Installation of Exhibition
 - 1. Preparing the Site
 - 2. Installing the Artwork
 - 3. Lighting
 - 4. Signage

30.00% III. Documenting Artwork/Creating Portfolio Materials

- A. Written Materials
 - 1. Cover Letter
 - 2. Resume
 - 3. Artist Statement
 - 4. Biography
- B. Visual Materials and How to Photograph Artwork
 - 1. Slides
 - 2. Prints

15.00% IV. Presenting Artwork to Professionals/Clients

- A. Physical Portfolio
- B. Website Development
- C. Online Presence via Digital Portfolio

10.00% V. Researching Art Venues, How to get artwork seen

- A. Galleries: Commercial, College/University, Cooperative, Municipal, Online
- B. Museums

- C. Alternative Spaces and Opportunities
- D. Developing Relationships

10.00% VI. Careers in the Arts

- A. Writing
- B. Curating
- C. Gallery Owner
- D. Teaching
- E. Fine Artist
- F. Graphic Designer

Laboratory or Activity Content

60% I. Managing an Art Exhibition

- A. Designing an Exhibition (for the Moorpark College Art Gallery)
 - 1. Researching Venues: Familiarize students with a variety of exhibition spaces to see how other shows are designed
 - 2. Researching Artists/Artwork: Research local artists that would be interested in showing in the campus gallery
 - 3. Theme: Consider a theme for two/three person or group shows
 - 4. Spatial Considerations: Consider how the artwork will look in the gallery space
- B. Charting out a Timeline/Calendar
- C. Creating Promotional Materials
 - 1. Mailing List
 - 2. Announcements: Designing a Postcard
 - 3. Press Release
- D. Installation of Exhibition
 - 1. Preparing the Site
 - 2. Installing the Artwork
 - 3. Lighting the Artwork
 - 4. Creating Signage

20.00% II. Documenting Artwork/Creating Visual Images

- A. Photographing Artwork in the Gallery
- B. Photographing Individual Works of Art
- C. Creating Slides/Prints of Images

20.00% III. Presenting Artwork to Professionals/Clients

- A. Presenting Actual Artwork: Mat and Frame
- B. Physical Portfolio with Reproductions of Artwork
- C. Website Development
- D. Online Presence via Digital Portfolio

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression
Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Group projects
Individual projects
Journals
Oral analysis/critiques
Oral presentations
Portfolios
Problem-solving homework
Skills demonstrations
Written analyses
Written homework
Other (specify)
Classroom Discussion
Projects
Participation
Reports/Papers/Journals

Other

The creation of portfolio materials (written and visual) will be evaluated through a

process of peer and writing lab review and finally instructor evaluation

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Laboratory activities

Lecture

Other (specify)

Specify other method of instruction

Field trips to galleries and museums will serve as research the discussion and presentation of this research will aid in the collaborative aspect of the course.

Describe specific examples of the methods the instructor will use:

Instructor will demonstrate how to properly light exhibitions.

Instructor will facilitate group analysis of exhibition design.

Instructor will have one-on-one conferences with students in the editing of an artist statement rough draft.

Representative Course Assignments

Writing Assignments

Create a cover letter, resume, biography, artist statement, and press release.

Create a written proposal for exhibition in a gallery space.

Write a self-reflective essay on career and educational goals in the arts.

Critical Thinking Assignments

Design of promotional materials for art exhibitions, i.e., postcards, flyers, announcements.

Work with artists to design placement and lighting of 2- and 3-dimensional artworks in the campus gallery.

Work within committees to curate and design exhibitions for the campus gallery. Critical, conceptual and spatial thinking are required in this process in order to consider how the works of art will relate conceptually and physically in the gallery space.

Reading Assignments

Selected readings from course textbook.

Selected readings from assigned articles, such as "How to Survive as an Artist" by Alan Bamberger, www.ArtBusiness.com (<http://www.ArtBusiness.com>).

Skills Demonstrations

Quality photographs accurately documenting student artwork and exhibition.

Successful installation of artwork within Student Art Gallery.

Problem-Solving and Other Assignments (if applicable)

Curate a fictional exhibition based around a theme for our campus art gallery. Create a visual presentation of the specific artworks that would be exhibited in the gallery space.

Determine signage within art gallery exhibition including labels, name and show title sign and written artist statement.

Outside Assignments

Representative Outside Assignments

Research professional artists' websites and online portfolios to serve as an influence in the creation of the student's online presence.

Research gallery/museum/alternative exhibition spaces for exhibition design.

Conduct research on artists and images for presentation to committee members to aid in the development of a gallery schedule.

Articulation

Comparable Courses within the VCCCD

ART R165 - Portfolio/Gallery Presentation

ART V20C - Portfolio Development

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
American River College	ART 444	Art Gallery and Portfolio Preparation	3
Coastline Community College	ART C107	Art Gallery Production and Portfolio Design	3
LA Mission College	ART 519	Exhibition Design	3

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****Course is CSU transferable**

Yes

CSU Baccalaureate List effective term:

F2003

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****Area F: Ethnic Studies****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

DescriptionGoins, Jeff. *Real Artists Don't Starve: Timeless Strategies for Thriving in the New Creative Age*. Harper Collins, 2017.**Resource Type**

Textbook

DescriptionMichels, Caroll. *How to Survive and Prosper as an Artist: Selling Yourself Without Selling Your Soul*. 7th ed., Allworth, 2018.**Resource Type**

Textbook

DescriptionLazzari, Margaret. *The Practical Handbook for the Emerging Artist*. Thames and Hudson, 2021.**Library Resources****Assignments requiring library resources**

Research using the library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Research, using the Library's print and online resources as well as the Internet, to locate information on professional artists, their websites and online portfolios, in order to aid in the creation of the student's online presence.

Primary Minimum Qualification

ART

Review and Approval Dates**Department Chair**

11/02/2022

Dean

11/04/2022

Technical Review

02/02/2023

Curriculum Committee

2/7/2023

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

MM/DD/YYYY

Control Number

CCC000536441

DOE/accreditation approval date

MM/DD/YYYY