

COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTFC.

Academic School/Department: Communications, Arts and Social Sciences

Programme: MA in Art History and Visual Culture

Level: 7

Course Title: Professional Practices in the Visual Arts

Course Code: AVC 7106

Course Leader: Charlotte Bonham-Carter

Student Engagement Hours: 200

Seminars: 39

Tutorials: 6

Independent / Guided Learning : 155

Semester: Spring

Credits: 20 UK CATS credits

10 ECTS credits

4 US credits

Course Description:

Provides students with the concepts, knowledge, skills and experience required for successful placement in professional positions in a range of arts and cultural industries. Students develop their conceptual framework and knowledge, and topics may include the art market, gallery practice (management and administration), art law, museum education, private and public funding, curating, cataloguing, collections management, auction house procedures, press and marketing. Considerable use will be made of London's wealth of art galleries and museums, libraries and archives. Students will handle objects and this may involve site visits to museums, galleries, auction houses and related institutions.

Pre-requisites and/or Co-requisites: MA Art History and Visual Culture students only

Aims and Objectives:

- To introduce students to the specific skill sets needed within a range of professional positions in the arts and cultural industries
- To develop students' understanding of curating on a practical and theoretical level
- To familiarise students with the art market, and the operating procedures of galleries and auction houses
- To introduce students to arts press, marketing and PR
- To engage critically with texts and objects

- To prepare students for professional placement within a specific sector of the art world
- To develop students' writing and presentation skills, including writing for professional contexts

Programme Outcomes:

At the end of this course, the students will have achieved the following programme outcomes:

A7, B4, B5, B6

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

Learning Outcomes:

- 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

Indicative Content:

- curating as a practical and theoretical discipline
- the operating procedures of the auction house, the commercial gallery and the for-profit arts sector
- arts press, marketing and public relations
- arts fundraising
- arts management and administration
- critical engagement with texts and objects

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

FHEQ level	Richmond/UK Level	Normal Number of Items	Total assessment
Level 7	R7000/UK MA	2-3	5000-7000 words

In order to meet the learning outcomes students engage in team work to produce a museum display project. Students conceive of a realisable display and locate it, hypothetically, within a major London museum or gallery space. The project encompasses all three assignments, comprised of the Catalogue Entry, the Display Proposal and the Strategy Document.

Catalogue Entry (individual work)

Select one of the proposed loans from your display proposal and write a catalogue entry for it. 450 words.

