

FA19: ART-174A Sec 01 - Museum and Gallery Operations

San José State University Department of Art & Art History

Art 174A, Museum & Gallery Operations, Section 1, Fall, 2019

Course and Contact Information

Instructor:	Lance M Fung
Office Location:	Art Building, Room 321
Telephone:	(Email only)
Email:	lance.fung@sjsu.edu lance@fungcollaboratives.com (use this address only if you need to notify me you are running late or will not attend class.)
Office Hours:	Thursday 6:00 - 7:00 PM and by appointment
Class Days/Time:	Thursday 3:00 - 5:45 PM
Classroom:	Art 110
Department Office:	ART 116
Department Contact:	Website: www.sjsu.edu/art (Links to an external site.) Email: art@sjsu.edu

Web Access to course materials

All materials such as the Green Sheet, required reading, announcements, class assignments, deadlines, grades, etc. can be found on the Canvas Management system

course website: <http://sjsu.instructure.com>. You should visit this site often to be up to date with information. Log in and with your SJSUOne information for access.

Course Description

Art 174A aims to be an active, participatory and practical course for each student. Art studio students, art history students, and MFA students are all welcome to join the class and leave with a greater understanding of how commercial galleries, nonprofit arts organizations, and museums operate. More importantly, the course hopes that each student may discover various roles they may consider as possible career or work opportunities after SJSU. Whichever side of the fence you want to be: making art, selling art, or curating and presenting art, each student will learn the multitude of possibilities the future has in store for you.

Most importantly, each student will leave with a basic map of how to navigate the exciting but often confusing Art World.

The course will have lectures presented by the Professor as well as local arts professionals to share the pros and cons of what they call work and do within the Art World. Group discussions will occur frequently and address relevant concerns and issues. Field trips to see and experience operations of galleries and museums may be arranged. Many of the assignments will be accomplished in pairs or teams.

One on one discussion with the professor will take place to investigate each student's intent and potential so that some personalized advice will be offered.

Course Content Learning Objectives

Upon successful completion of this course, students will be able to:

- * question, analyze, critique, and describe the various activities and responsibilities of museum and gallery personnel;
- * identify issues challenging museums today;
- * refer to the historical development of museums, including literature, key dates, philosophies, and major developments; and
- * identify professional organizations, associations, periodicals, and other resources pertinent to museum work and museum-related research.

Required Texts/Readings

Textbook

The main weekly reading will consist or subscribing to the free service eflux.com. Additional reading assignments will be on an as needed basis from a number of resources such as art publications, art websites, and theoretical texts. The goal is to read about current trends more so than historical text.

Required Materials

Each student must have a notebook for each class. A laptop is highly recommended as well. All materials required to complete the group exhibition will be at the student's expense.

Department Advising

For information about majors and minors in Art & Art History, for a change of major/minor forms and a list of advisors: <http://www.sjsu.edu/art/> (Links to an external site.) or the Art & Art History department office in ART 116, 408-924-4320, art@sjsu.edu

Fall 2019 Tuesday Night Lecture Series - Attached is the lecture series schedule. Please contact Aaron Wilder if you have any questions.

More Faculty Information:

MySJSU Faculty Center Tutorials: http://my.sjsu.edu/employees/employee_tutorials/faculty_tutorials/index.html (Links to an external site.)

Canvas: <http://www.sjsu.edu/at/ec/canvas/> (Links to an external site.)

Canvas Faculty Resources: http://www.sjsu.edu/at/ec/canvas/faculty_resources_new/index.html (Links to an external site.)

Library Liaison

Gareth Scott can be reached at gareth.scott@sjsu.edu or found on the fourth floor of Dr. Martin Luther King Jr. Library. His phone number is (408)808-2094. Dr. Martin Luther King, Jr. Library, 4th Floor Administration Offices

You may also visit the library website

at: <http://libguides.sjsu.edu/collectiondevelopment/CDhumanities> (Links to an external site.)

Course Requirements and Assignments

The SJSU expectation for out of class work is three hours per week for this course. Although students will be given time to work on their final projects in class, it is anticipated that time outside the class will also be required. Additional work outside of class may be contemplation and reflection on class lectures, discussions, critiques. Time to research and complete the writing assign as well as class preparation may also be required.

Grading Information

Although this course will embrace flexibility and experimentation which are some of the benchmarks for success, there will be eight main components that will be reviewed and evaluated throughout the semester. Each student will have ample time to make revisions

to submit their best possible submission to receive the desired grade however quality and meeting deadlines will be paramount to receiving the best grade possible. Each component will comprise a percentage of your overall grade. The main elements for this course are: written essays, verbal presentation, exhibition proposal, group exhibition, written critique, and class participation. A full grade deduction will occur for every week the assignment is turned in late. Assignments will not be accepted after the second week past the due date. The assigned grade will be 0 points.

Essays:

Two 3 pages essays will be assigned during the semester. The first essay will be for the student to research and write a text about whom they feel is the most influential exhibition space(s). The subject can be either commercial or non-commercial exhibition spaces that are currently operating.

The second 3-page essay will be about the most influential art exhibition ever to take place. It will be up to the student to research and identify which exhibition fits this important title. Please see individual assignments for details and grading structure. Each essay should be emailed to me and labeled both in the subject line and saved as a pdf with 174A: and last name.

Exhibition proposal:

Each student will create an individual exhibition proposal. This exhibition concept can be for a solo or group show and may include living artists and their works or artwork from the past. The proposal should be relevant to today's art audiences and may include historic artwork. The proposal will be in written form with renderings and images of the proposed artwork to be included in the exhibition. The assignment should be emailed to me as a pdf and labeled as 174A, student last name. Please review details in the assignment section.

Presentation:

The student will be required to present a fifteen-minute PowerPoint presentation to the class. The student may create their presentation on either of their two essay assignments. If a new topic is desired, the student will need to have it approved by the professor in advance. The presentation shall include accompanying visuals. You may embed a brief (under 45 second) video clip only if beneficial to the sharing of information to your other students. Please see assignment for grading structure. You do not need to email me your presentation.

Critical review:

Each student will have to write a 3 page "critical review" of a recent exhibition that they personally viewed and experienced. SJSU student exhibitions on campus are allowed subject matter however it is preferable for the student to visit a Bay Area museum, nonprofit space, or commercial gallery to find an exhibition worth of review. The reviews should be critical in nature and in line with Art World guidelines

and text format. However, no personal, inappropriate or unconstructive comments will be accepted. The goal is for the student to learn the skills of art criticism versus art description or destruction. You should email your "review" to me and labeled both in the subject line and saved as a pdf with 174A, student last name.

Class participation:

Each class will be very interactive, reactionary, and fun. Participation and the ability to share your thoughts in an unedited and constructive yet respectful fashion will help cut to the chase and get to the true substance of each lecture, discussion and idea. Each class will be divided into lecture and process time. The teacher will lead the lecture portion of the class followed by a Q & A period. In this period, it is anticipated that you will come with thoughts, images, and questions to further the discussion. The second portion of the class will be often devoted for the students to research, work in groups, or work on their individual assignments. Every minute of class time should be used in an active capacity, as there is not room for idleness.

Group exhibition:

The class will mount an exhibition, either as solo projects or in small groups, and present it in one of the SJSU galleries. Each student will create their "exhibition" as well as help the class in promoting and installing the overall group exhibition.

Final:

The final will be group critique about the class exhibition.

Grades

All grades will be available on Canvas and as quickly as possible. Any assignment turned in late will automatically receive one lower grade per week late.

Grade Breakdown

Writing assignment 1: (7.5%)

Writing assignment 2: (7.5%)

Exhibition concept: (7.5%)

Presentation: (15%)

Group exhibition: (15%)

Critical Review: (7.5%)

Final: (25%)

Participation: (15%)

Extra Credit Assignments:

Upon occasions, there may be extra credit assignments offered. However, students have the opportunity to present individual extra credit assignments that are directly related to this course for the teacher's discretion. 10% is the total maximum credit that can be earned and should be commensurate with the workload and required skill of the normal class assignments.

Grade Scale

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

A	=	Excellent work
B	=	Above average work
C	=	Average work
D	=	Below average work
F	=	Unsatisfactory work

Classroom Protocol

The class should be a safe space for every student to learn, express and grow. The environment should be a medium for self-discovery, doubt, experimentation and new challenges. Through basic empathy and respect, deep conversations about philosophy,

Week Date

Topics, Readings, Assignments, Deadlines

artistic concept and content, and visual communications should be at the center of every interaction and conversation.

You should be on time, prepared for class and prepared to give your full attention. It is equally important that you have eaten, used the facilities and have had proper sleep the night before so that you can fully engage with the teacher and your fellow students. If for any reason you miss a class or any portion thereof, it is your responsibility to review Canvas, speak with your fellow classmates, or come to office hours to understand what you need to do to remain current with all lessons.

Cell phones, music devices and any other distractions to yourself and others around you are not permitted unless approved for class purposes. If improperly used your participation grade will be affected.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page \(Links to an external site.\)](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>"

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Below is week-by-week guide to the class however some minor alterations may be made on an as needed basis. In the unlikely event of a schedule change you will be given ample warning for the change. This class will also be meeting only once a week – on Tuesdays from 3:30- 5:45 pm

Course Schedule

WEEK	DATE	Topics, Readings, Assignments, Deadlines
1	August 22	<p>Introductions, review of Green Sheet, description of class learning objectives and grading procedure, review of class and school policies, discussion of all the class assignments and deadlines.</p> <p>Student discussion about personal and career goals</p> <p>Student research session about <i>Cabinet of Curiosities</i></p>
2	August 29	<p>Presentation of curatorial work of Lance Fung of Fung Collaboratives.</p> <p>Lecture on how to create a proposal with FC examples.</p>

		Lecture on current exhibition trends and where the Art World is heading Written critique due
14	November 21	Lecture on collateral needs: Social media, PR/marketing, education, grant writing. Student time to work on group exhibition
15	November 28	Thanksgiving NO CLASS
16	December 1-5	Student exhibition on view (DEC 1 - 5) De-install exhibition on December 6th
FINAL	December 11	2:45 PM - 5:00 PM-Final