**COURSE CODE:** **IFA 3203**

**COURSE NAME: EXHIBITION**

**Course Description**

The process of Preparation for exhibition, developing a theme for exhibition, selection of artworks for exhibition, cataloguing design, budgeting for exhibition. Preparation for display, mounting, finishing touches, techniques of display, combination of frames and art works, choice of display. Choice of mounting material. Framing, creation of stands in mounting of works, glazing, waxing, space usage. Presentation of sketches and folios

**Course Objective/Aims**

The course aims to:

* Stimulate students’ awareness regarding the various forms of Art Exhibitions in view of other forms/types of display
* Examine various art and design theories in order to develop students’ knowledge in Art related Exhibitions
* Establish the relationships between the marketing principles and Art and design principles
* Create awareness among students’ about Art Exhibition as a Design process based on planning strategies.
* Examine Art work presentations in view of value added strategies in exhibition.
* Evaluate Information based strategies and equip students’ with the various Art and design Exhibition promotional variables.
* Examine various forms of space, price and perfume management in exhibition.

**Course Outline:**

**Week 1: Introduction**

Introduction to the course (IFA 3203) and course facilitators

**Week 2: Introduction**

General Introduction to displays and the conceptual views of Art Exhibition

**Week 3: Design theories. In respect to the opening ice-breaking question “What is art?”**

**Week 4: Design theories** (continuation)

Reviewing the question “What Is Art”? in view of the various art and design theories

**Week 5: Art and Design Exhibition: Marketing Principles**

Examine the co-relations between Art and Design Exhibitions and Marketing Principles

**Week 6: Art and Design Exhibition: Marketing Principles** (continuation)

Examine the co-relations between Art and Design Exhibitions and Marketing Principles

**Week 7:** **Local and International Exhibitions: Planning Strategies**

Planning strategies for Art and Design Exhibitions (Local and International)

**Week 8:** **Local and International Exhibitions: Planning Strategies** (continuation)

Planning strategies for Art and Design Exhibitions (Local and International)

**Week 9: Management of art products. (Framing and mounting strategies’**

The Product (Art Works) Its Management and Framing strategies

**Week 10:** **Management of art products. (Framing and mounting strategies’** (continuation)

The Product (Art Works) Its Management and Framing strategies

**Week11: Information -based Art Exhibitions**

* Promotion: Information based Art Exhibitions
* Sketch book and folio management, catalouging and labeling, Website design and hosting, Exhibition Guide tours, Exhibition Audio guides, clientele feed back and follow up

**Week12: Information -based Art Exhibitions** (continuation)

* Promotion: Information based Art Exhibitions
* Sketch book and folio management, catalouging and labeling, Website design and hosting, Exhibition Guide tours, Exhibition Audio guides, clientele feed back and follow up

**Week 13: Exhibition space and price management**

Place- space- evaluation and management, price management, perfume (Total Summary)

**Week 14:** **Exhibition space and price management**

Place- space- evaluation and management, price management, perfume (Total Summary)

**Week15: Sit-in-test**

**Learning Outcomes**

Upon completion of this course it is hoped that the students will be able to selectively determine suitable and appropriate types of:

* Exhibitions
* Framing and mounting materials.
* Catalogues
* Exhibition promotional information.
* Art works for any type Art Exhibition.

It is also hoped that by the end of this course the students will be able to:

* Design and make Business cards.
* Establish business relationships with clients interested in Art and Design
* Practice marketing principles in relation to Art and Design Exhibitions
* Develop strategies in the planning and management of and Art Exhibition.

**Methods of Teaching/Delivery**

* Visits to Museums/Art Galleries
* Learning through presentation of visual resource materials
* Learner-centered discussions on views and opinions
* Practical demonstrations of aspects learnt

**Mode of Assessment**

Course work (40%)

Tests in practical and theory, based on all the modules taught during the semester

End of Semester Examination (60%)

Art works (to be exhibited at the end of the year) are produced by the students during the course of the semester. This includes their Major Work Project, art works from their respective elective courses and their core practical Drawing courses. Selection of suitable art works is done by the students, in consultation with their course facilitators. During the last week of the semester the students’ prepare to practically perform what they have learnt through an end of year Art Exhibition which is mounted by each respective student in a space allotted to them.

Students are expected to have fulfilled all the requirements that make them eligible examinees and must also abide by the exam regulations at the time of sitting the Exams

Final total mark: 100%

**Reading/Reference Materials**

1. Katja Lindquist (2003)
2. Exhibition Enterprising; Six Cases of Realization from idea to Institution.
3. James Heilbrun and Charles M. Gray (2001)
4. The Economics of Art and Culture
5. Visits to Art Galleries’
6. Discussions with Artists’ and Curators’
7. Internet Sources
8. A study of on-line virtual Galleries