



**UNIVERSITI TEKNOLOGI MARA**

**CTM653: FINE ARTS EXHIBITION MANAGEMENT**

<b>Course Name (English)</b>	FINE ARTS EXHIBITION MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	CTM653
<b>MQF Credit</b>	3
<b>Course Description</b>	Art Exhibition activities are common to museums and galleries, public or private. The number of galleries and museum are increasing and there is a need for knowledgeable and trained workforce in this field. This course is intended to expose students to the theory and practice of managing art exhibitions. Students will learn the general principles related to permanent and temporary exhibitions; organising and managing issues; handling of artworks; exhibition planning; space reservation; exhibition furniture and techniques; selection of artworks; captions and label writing; lighting and conservation measures; insurance; maintenance and security.
<b>Transferable Skills</b>	Capability to delegate Meet the Public Work in a team Analyze data Artistic Appreciation Communicate creatively Direct Projects
<b>Teaching Methodologies</b>	Lectures, Seminar/Colloquium, Field Trip, Case Study, Tutorial
<b>CLO</b>	CLO1 Apply the general principles in organizing art exhibitions CLO2 Organize art exhibition with the right techniques and skills CLO3 Initiate professional management and organization of art exhibition
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Course introductions</b> 1.1) Course outline and briefings	
<b>2. Role and function of exhibition</b> 2.1) Exhibition and Marketing	
<b>3. Malaysian &amp; Global exhibition industry</b> 3.1) Malaysia's position in global and regional exhibition industry	
<b>4. Exhibitions and trade shows</b> 4.1) Importance of exhibition 4.2) Characteristics of exhibition	
<b>5. Exhibition planning and organizing</b> 5.1) Why, when, where and how	
<b>6. Exhibition materials and furniture</b> 6.1) What, where and how	
<b>7. Genre of Western fine art</b> 7.1) Paintings and sculpture	
<b>8. Modern Fine Art</b> 8.1) art photography, etc 8.2) pop art and prints	
<b>9. Malaysian Fine Art</b> 9.1) artists and works 9.2) galleries and exhibitions	

<b>10. In-class Test</b> 10.1) Written in-class test of 90 minutes duration 10.2) post-test discussions on related topics
<b>11. Field visit</b> 11.1) learning visit to an art gallery
<b>12. Group Project presentations - Batch 1</b> 12.1) presentation by Groups of 4 students each 12.2) each group allotted 20 minutes
<b>13. Group Project presentations - Batch 2</b> 13.1) presentation by groups of 4 students each 13.2) each group allotted 20 minutes
<b>14. Concluding lecture</b> 14.1) summary of learning activities 14.2) feedback and discussions

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Students are required to perform a group research and presentation project.	30%	CLO2
	Group Project	Students are required in work in team to study and evaluate management practice of a gallery of their choice. The investigation should be based on the theories and principles learned in the course. Each team will then present its findings to the class.	40%	CLO3
	Presentation	Each student is required to participate in a study tour to an art gallery within Selangor state. A presentation and a written report not exceeding 1,500 words, is due two weeks after the actual visit.	30%	CLO1

<b>Reading List</b>	This Course does not have any book resources
<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	<ul style="list-style-type: none"> <li>• Website Beier, J &amp; Damböck, S . 2013, <i>The Role Of Exhibitions In The Marketing Mix</i> <a href="http://www.kallman.com/pdfs/The-Role-Of-Exhibitions-In-The-Marketing-Mix-UF1.pdf">http://www.kallman.com/pdfs/The-Role-Of-Exhibitions-In-The-Marketing-Mix-UF1.pdf</a></li> <li>• Website Kendzulak, S. 2013, <i>Curating an art show in 10 easy steps.</i>, About.com <a href="http://fineart.about.com/od/Curator">http://fineart.about.com/od/Curator</a></li> <li>• Website Smithsonian Institution 2010, <i>The making of exhibitions: Purpose, structure, roles and process.</i> , Smithsonian Institution <a href="http://www.si.edu/Content/opanda/docs/Rpts2002/02.10_MakingExhibitions.Final.pdf">http://www.si.edu/Content/opanda/docs/Rpts2002/02.10_MakingExhibitions.Final.pdf</a></li> <li>• Website Piong, S.S. 2012, <i>Sejarah Seni Visual Malaysia</i> <a href="http://www.slideshare.net/ploNgSS/sejarah-seni-visual-malaysia">http://www.slideshare.net/ploNgSS/sejarah-seni-visual-malaysia</a></li> <li>• Website Slideshare.net <i>A concise history of western art</i>, Slideshare.net <a href="http://www.slideshare.net/spiller37/a-concise-history-of-western-art">http://www.slideshare.net/spiller37/a-concise-history-of-western-art</a></li> <li>• Website Arts.com.my 2012, <i>History of Malaysian Art</i> <a href="http://www.arts.com.my/history-of-malaysian-art/">http://www.arts.com.my/history-of-malaysian-art/</a></li> </ul>