



**UNIVERSITI TEKNOLOGI MARA**

**FET682: ART CURATORSHIP**

<b>Course Name (English)</b>	ART CURATORSHIP <b>APPROVED</b>
<b>Course Code</b>	FET682
<b>MQF Credit</b>	1
<b>Course Description</b>	The course introduces the students creating art exhibitions. It examines the procedures of creating and marketing exhibition of both historical and contemporary art. It also provide guidance for the students on how to plan, organize manage and assess educational programmes and equips students with the basic knowledge and information necessary to develop their own educational events and programming strategies.
<b>Transferable Skills</b>	Demonstrate the ability to dream, imagine and visualize.
<b>Teaching Methodologies</b>	Lectures, Field Trip, Museum Session, Presentation
<b>CLO</b>	<p>CLO1 Integrate the formulation to analyse an analytical understanding the purpose of art galleries, their exhibitions and their management in fine art industry</p> <p>CLO2 Demonstrate the value of information through oral communication from review related literature and visual research as to gain a theoretical, historical and practical insight into the role of art exhibitions</p> <p>CLO3 Justify for valuing the exhibition phenomena by managing the curatorial information of through the portfolio presentation, exhibiting the artwork and cataloguing the artefacts</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. WEEK 1 : INTRODUCTION</b>	
1.1) 1. Introduction to the course content 1.2) 2. Explanation of rubrics and assessment 1.3) 3. Explanation of potential assignment and project	
<b>2. WEEK 2 : Introduction of Curatorial</b>	
2.1) 1. Definition 2.2) 2. Brief History	
<b>3. Week 3 : Introduction</b>	
3.1) 1. Galleries around the world 3.2) 2. Observation on Art Galleries around Klang Valley	
<b>4. Week 4 :Field Work</b>	
4.1) 1. Visiting Galleries around Klang Valley 4.2) 2. Looking at Artwork and exhibition	
<b>5. Week 5 : Presentation the Art Galleries</b>	
5.1) 1. What is The Galleries Niche Market 5.2) 2. How is the Malaysian Art Trends 5.3) 3.How is the Malaysian Art Scene	
<b>6. Week 6 :How to Display Artwork</b>	
6.1) 1. Layout in an exhibition 6.2) 2. Understanding the policies 6.3) 3. Cataloguing artwork	
<b>7. Week 7 : Displaying</b>	
7.1) 1. Titling artwork 7.2) 2. Art Policies	

<p><b>8. Week 8 : Display Artwork</b>  8.1) 1. surviving in the market  8.2) 2. Mass media  8.3) 3. Timeline</p>
<p><b>9. Week 9 : Restoration</b>  9.1) N/A</p>
<p><b>10. week 10 : Final Assignment given</b>  10.1) N/A</p>
<p><b>11. Week 11 :</b>  11.1) N/A</p>
<p><b>12. Week 12 : Galleries around the world</b>  12.1) 1. Galleries all around the world such as in London, America, Europe, Japan, etc.</p>
<p><b>13. Weeks 13 : Discussion on Final Assignment</b>  13.1) 1. Preparation  13.2) 2. Idea</p>
<p><b>14. Week 14 : Final Presentation</b>  14.1) Group Assignment on Managing and exhibition will all the understanding and the topic that has been given in terms of curatorial.</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Present through effective communication from the previous task (CLO1) base on philosophical interpretation in related to the art & individual practices, gallery and curatorial technicalities (MQF LOD 5)	30%	CLO2
	Final Project	Managing the curatorial information of through the portfolio presentation, exhibiting the artwork and cataloguing the artefacts (MQF LOD 8)	40%	CLO3
	Presentation	Illustrate the selection of "theme" for understand the purposes of galleries and curatorial analysis of visual and textual references; & art and individual practices in written assignment (MQF LOD 6)	30%	CLO1

Reading List	Reference Book Resources	<ul style="list-style-type: none"> <li>• John Potter 2012, <i>Digital Media and Learner Identity</i>, Palgrave Macmillan [ISBN: 9781137004871]</li> <li>• Simon Morley 2003, <i>Writing on the Wall Word and Image in Modern Art</i>, University of California Press. [ISBN: 9780520241534]</li> <li>• Michelle Antoinette, Caroline Turner 2014, <i>Contemporary Asian Art and Exhibitions</i>, ANU Press Singapore [ISBN: 9781925022001]</li> <li>• Caroline Turner 1993, <i>Tradition and Change: Contemporary Art of Asia and the Pacific</i>, University of Queensland Press Australia</li> </ul>
Article/Paper List	Recommended Article/Paper Resources	<ul style="list-style-type: none"> <li>• Kirchberg, V., &amp; Tröndle, M. 2015, The Museum Experience: Mapping the Experience of Fine Art, <i>Curator: The Museum Journal</i>, 58(2), 169</li> </ul>
Other References	This Course does not have any other resources	