



## UNIVERSITI TEKNOLOGI MARA

### FFM234: EXHIBITION MANAGEMENT

<b>Course Name (English)</b>	EXHIBITION MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	FFM234
<b>MQF Credit</b>	3
<b>Course Description</b>	This course is intended to expose students to two fundamental aspects firstly; theory and practice in management of art exhibition activities, both are common to many established museum and galleries. Field trip exposes students to local and international thrive of art collections. The students will experience the ethical and political responsibilities of institutions and professionals engaged in art interpretation. Students will appraise general principles and policies on permanent and temporary exhibitions including organizing and managing issues in handling of artworks and exhibit techniques. The second aspect, students perform professional practicum on handling the art product. They will also independently organize the curated subjects and strategically patronized the event as with art enthusiasts.
<b>Transferable Skills</b>	Critical Thinking Creative Thinking Problem Solving Decision-making Planning Organizational
<b>Teaching Methodologies</b>	Lectures, Field Trip, Problem Based Learning (PBL), Presentation, Directed Self-learning
<b>CLO</b>	CLO1 Examine the usage of general principles in an art exhibition and interpret the elements of fine art appreciation. CLO2 Display knowledgeable skills in planning an art work exhibition and solving art product handling finesse procedures. CLO3 Organize professionally with an organization team in curating and organizing an art product presentation or exhibition
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Fine Art Genres</b> 1.1) Library research and referencing on Fine Art movements.	
<b>2. General Principles in Exhibition in Policy Formulation.</b> 2.1) n/a	
<b>3. Exhibition Planning</b> 3.1) Time Planning, Venue and Market.	
<b>4. Art Objects Preparation Skills.</b> 4.1) Exhibit Props, Tools and Space	
<b>5. Gallery Field Trip</b> 5.1) a. Observing art/ art products exhibition. 5.2) b. Reporting the field trip.	
<b>6. Educational Material at Art Exhibitions.</b> 6.1) Research and Reporting choices of educational material found at exhibits.	
<b>7. Arts Product Curating.</b> 7.1) Arts object curating research and exercise.	
<b>8. Art Product Presentation and Illumination.</b> 8.1) Ambience of Exhibition Space.	

<b>9. Art Product Audience and Connoisseurs.</b> 9.1) Strategic Marketing and Promotion.
<b>10. Art Product Safekeeping Management.</b> 10.1) Preparing for the Worst.
<b>11. Art Product Exhibition Presentation.</b> 11.1) Group Presentations
<b>12. Art Product Exhibition Presentation (cont.)</b> 12.1) Group Presentations.
<b>13. Report and Critical Writing for Art Product Exhibition.</b> 13.1) n/a
<b>14. Art Product Exhibition Review.</b> 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Students are required to work in groups to produce presentations of topics listed: 1. Art Product Exhibition Planning & Presentation; 2. Art Product Audience Planning; 3. Art Product Exhibit Budgeting.	40%	CLO3
	Presentation	Students are required to complete these Individual Assignments: 1. Fine Art Movement Presentation 2. Art Product History Presentation	30%	CLO2
	Written Report	Field Trip: Gallery Visit. Students are required to visit a few art galleries for observation report assignment. Field Trip: Observation Written Report Students are required to hand in a full essay report of their findings.	30%	CLO1

Reading List	Recommended Text	
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Coley, Todd 2017, <i>Interpreting Art in Museums and Galleries</i>, CreateSpace Independent Publishing Platform USA [ISBN: 978-041541922]</li> <li>• Ahmad Abu Talib 2014, <i>Museums, History and Culture in Malaysia</i>, National University of Singapore Press Singapore [ISBN: 978-997169819]</li> <li>• Whitehead, Christopher 2008, <i>Interpreting Art In Museums and Galleries.</i>, 1st. ed. Ed., Routledge New York [ISBN: 978-041541922]</li> <li>• Bank Negara Malaysia 2014, <i>Art of ASEAN</i>, Bank Negara Malaysia Wilayah Persekutuan Kuala Lumpur [ISBN: 9789671011843]</li> <li>• Ciclitira, Serenella 2015, <i>Malaysian Eye: Contemporary Malaysian Art</i>, Skira Milano [ISBN: 978-885722250]</li> <li>• Ahmadrashidi Hasan, Mizan Hitam, Abd. Rasid Ismail 2016, <i>Islamic art</i> [ISBN: 9789673634774]</li> <li>• Crowther, Paul 2012, <i>Meanings of Abstract Art: Between Nature and Theory</i>, Routledge New York [ISBN: 978041589992]</li> <li>• Rebold Benton, Janetta 2011, <i>Arts and Culture: An Introduction to the Humanities</i>, 4th Ed., Pearson New Jersey [ISBN: 978-020581667]</li> <li>• Glintenkamp, Pamela 2011, <i>Industrial Light &amp; Magic: The Art of Innovation</i>, Harry N. Abrams New York [ISBN: 978-081099802]</li> <li>• Ruggles, D. Fairchild 2011, <i>Islamic Art and Visual Culture: An Anthology of Sources.</i>, 1st Ed., Wiley-Blackwell USA [ISBN: 978-140515402]</li> <li>• Witteborg. L.P. 2010, <i>Good Show! A Practical Guide for Temporary Exhibitions, for the Sites.</i>, Wiley-Blackwell USA [ISBN: 978-140515402]</li> <li>• Ambrose, T 2010, . <i>New Museums: A Start-up Guide</i>, HMSO/SMC Edinburgh [ISBN: 978-011493120]</li> <li>• Paul St. George 2009, <i>Sequences</i>, Wallflower Press [ISBN: 9781905674763]</li> <li>• Lazzari, Margaret R. 2005, <i>Exploring Art: A Global Thematic Approach</i>, Thomson/ Wadsworth Belmont, CA [ISBN: 978-128585816]</li> <li>• Crawford, Tad 2008, <i>The Artist-Gallery Partnership: A Practical Guide to Consigning Art</i>, 1st. ed. Ed., Allworth Press New York [ISBN: 978-158115645]</li> </ul>

Article/Paper List	This Course does not have any article/paper resources
Other References	<ul style="list-style-type: none"> <li>• Website Lembaga Pembangunan Seni Visual Negara <i>Balai Seni Negara</i>, Lembaga Pembangunan Seni Visual Negara, Wilayah Persekutuan Negara <a href="http://www.artgallery.gov.my">http://www.artgallery.gov.my</a></li> <li>• Website ArtyFactory <i>Art Appreciation</i>, ArtyFactory <a href="http://www.artfactory.com">http://www.artfactory.com</a></li> <li>• Website The Art Story: Modern Art Insight <i>Modern Movements Full List.</i>, The Art Story Foundation, New York <a href="http://www.theartstory.org">http://www.theartstory.org</a></li> <li>• Website Google Cultural Institute 2015, <i>Google Arts and Culture: Arts Movements</i>, Google Cultural Institute, USA <a href="http://www.google.com">http://www.google.com</a></li> <li>• Website Metropolitan Museum of Art <i>Islamic Art</i>, Metropolitan Museum of Art, New York <a href="http://www.metmuseum.org">http://www.metmuseum.org</a></li> </ul>