EXHIBITION DESIGN (Fall 2019)

**ART 342-11317/ART542-11318**

**Instructor:** Dr. Meiqin Wang  
**Time and classroom:** Friday 11am-3:45pm  Art and Design Center 335  
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**Office hours:** TUE 3:30-4pm/6:45-7:45pm; WED 9:00-9:30/12:15-12:45; FRI 9:30-11am

**Catalog Description:**

ART 342. Exhibition Design (3)  
Prerequisites: ART 140 or 141; 200. Study of techniques of exhibition design. Problems of design and production in projects that emphasize creating gallery and related exhibitions or venues. Some sections of this course may offer a community service opportunity with activities relating to concepts and theories presented. Check the schedule of classes for the CS designation. 6 hours per week.

ART 542CS. Advanced Exhibition Design (3)  
Prerequisite: Graduate standing. Advanced study of the primary components of exhibition design, including curating, budgeting, installation and promotion. Focuses on public relations, education, community service, tours, publicity and publication as they pertain to the CSUN and/or community galleries and their functions. Several class meetings held in each of the art galleries, as well as other venues. Offers a community service opportunity with activities relating to concepts and theories presented. 6 hours per week.

**Course Description Detail:**

This course looks at issues and discourses of art exhibitions in museums, galleries and other venues in the context of globalization. Topics to be discussed include the proliferation of international exhibitions, curatorship, preparation, installation, budgeting, publicity, and public outreach. You will be actively engaged in the research, writing, design and preparation of a show on contemporary Chinese artist Wen Fang, scheduled to open at CSUN Art Galleries in Fall semester, December 2 - 19, 2019. You will learn about key issues related with contemporary Chinese art in preparing this exhibition.

**Art Department Program Goals Addressed in This Course:**

2. Broaden knowledge of ancient through contemporary art; develop an understanding of the theoretical, cultural, and historical contexts of art.
3. Apply processes of generating and solving problems in art; analyze, interpret and question traditional methodologies and preconceived notions of art and art making.
5. Develop an appreciation and tolerance of diverse perspectives dealing with art, culture, teaching and learning.
6. Become involved in both individual and collaborative art experiences with other students, faculty, and community.
7. Develop a career path for an art profession or an art-related field; develop an understanding of the demands and expectations of that area of art profession or art field.

**Course Student Learning Objectives**

1. Understand the process of museum and gallery exhibitions.
2. Examine the roles of exhibitions in contemporary society.
3. Explore the roles curators have played in the development of contemporary art.
4. Acquire practical experience in museum and gallery work.
5. Improve critical thinking, research, writing, and presentation skills.
6. Foster both individual and collective learning.

**Course Requirements and Grading:**

You are required to complete all the course assignments in order to pass the class. Keep in mind that you are responsible for turning in all your assignments by the deadlines.
Attendance:
Attendance is mandatory and you are responsible for materials presented by the instructor or students in class. Missing more than one class will affect your final grade on a 3-points downward scale each subsequent absence. Exception will only be made with an exigent circumstance AND you must provide a two-page essay summarizing the missed course materials plus proper document. Every tardy arrival, leaving class early, sleeping in class, or electronic device violation will cost you 1 point. Laptop and cellphone are not allowed to be used during class, unless research activities call for them.

Course Assignments in detail
1. Class participation and presentation (39 points) due day varies
It is imperative that you have studied the assigned readings BEFORE you come to class! The quality, rather than the quantity, of your contributions to the class and group discussion will be used to establish your participation grade.
   01. (Summarizer- You will perform this role three times-12 points) you will present to the class or your group in 10 minutes; you will also turn in a 3-page essay summarizing the main content of the weekly readings. Your essay has to show that you have read and understood the weekly material. Being concise and getting the main issues are the key to this assignment. 
      Note: all essays are due on course website before the class begins. See summary rubric online.
   02. (Discussant- You will perform this role three times- 9 points) You will lead discussion on weekly questions/topics in a group and report to the class. (You should not be summarizer and discussant on the same day).
   03. (Miscellaneous-18 points) take-home assignments, surveys, spontaneous class discussions, etc.) see class schedule for details.

2. Critical essay on a piece of artwork from Wen Fang (8 points) due week 5 before class
You are required to do research on Wen Fang and write a 4-page critical essay about a piece of work from her in relation to a topic you choose (it could be the urbanization, commercialization, social engagement, environmental protection, social justice, etc.). Your essay should provide four components: a description, a formal analysis, and a contextual analysis, all in light of the topic you choose.

3. Exhibition Review or Two Exhibition Catalogue Entries (8 points) due week 9/week 12 before class
   • Exhibition Review due week 9 before class: You are required to visit and write about an art exhibition. An exhibition review is a 4-page critical review of the exhibition that includes descriptive and analytic discussion of the curation and the presentation. Read Barnet, Ch. 7 for general guidelines. Evidence of your attendance is required.
   • Two Exhibition Catalogue Entries due week 12 before class: You are required to write two catalogue entries of two pieces of artworks from an art exhibition you visited. An exhibition catalogue entry is a 2-page writing that describes and analyzes a piece of artwork. Please include images of the two artworks you are writing in a separate page with full captions. Read Barnet, Ch. 6 for guidelines.

4. Museum Visit and Museum Professional Interview (15 points) due week 13 before class
You will work as a team of two or three to interview a professional (director, curator, exhibition designer, educator, etc.) working in any museum in LA and write up your interview in a 5-page essay. Begin as soon as possible by researching on several museums, contact several museum professionals, check their availability and decide on one, and prepare your questions in advance before you go to conduct the interview. Read chapters in A Brief History of Curating (edited by Hans Ulrich Obrist) for interview models. As a substitute for the 5-page essay, you are welcome to create an interview video, which should include a general narrative and captions for conversations.

5. Exhibition Project (30 points) sign up due in class on week 2; see below for the project due date, which varies depending on your specific project
The Exhibition Project will be presented in class and submitted as a paper/creative project at varying times depending on specific project you choose to do. Modes of documentation may include: drawings; photographic material; video; 3D models; web-based material; text. You will select a project to complete. The result of the project is to be a professional quality product, to be implemented as part of the exhibition and related events. Grades are based in part on the quality of the project and in part on my own and the whole class’s perceptions of your input.

Projects to choose from:

• Curatorial research- Due week 6 before class: research on the content of the exhibition; strategies of presentation; prepare text for catalog entries and texts for gallery presentations.
• Graphics- Due week 8 before class: design postcard/mail, poster, and catalog for the exhibition.
• Education and public outreach- Due week 8 before class: design how to use of exhibition content for educational programs; collaboration with other institutions; development of a publicity strategy.
• Website- Due week 11 before class: develop an interactive website with at least 7-pages for the exhibition.
• Documentary video- Due week 16 before class: create a video introducing the theme and context of the exhibition, exhibition installing and opening, artist talk, artist and visitor interview, etc.

Grading Scale:

• A = 100-96 points  A- = 95-90 points
• B+ = 89-87 points  B = 86-83 points  B- = 82-80 points
• C+ = 79-77 points  C = 76-73 points  C- = 72-70 points
• D+ = 69-67 points  D = 66-64 points  D- = 63-60 points  F = below 60 points

Special notes to graduate students: You are expected to play a leading role in class and in your group, and your work (conceptualization, organizing, writing, and presenting skills) will be evaluated on a higher standard.

NO late assignments will be accepted! All assignments are due before the class begins at a specific week. This applies to every member in the class. The instructor welcomes personal consultation on how to plan and complete an assignment on time, but she will not discuss the matter after the deadline.

Submission method of your written works: All assignments are due online unless required in hard copy. For those that you will present in class, you also want to bring a hard copy with you (electronic copy in your laptop is fine).

Format for all written works (except for those that you need to submit in PowerPoint, video, website)

• You may cite information (coming from the textbook, readings, museums, galleries, the websites of artists, etc) that you believe necessary to strengthen your argument. If you choose to do so, please provide footnotes. Otherwise, it is PLAGIARISM!

1. When cite, please follow the Chicago Manual of Style.
2. Only WORD or PDF will be accepted, unless otherwise required.
3. Please use your last name, then first name, and then the assignment itself as the title of your file. For example: wang-meiqin-exhibition review.doc or anderson-gail –week 3 summary.doc
4. All written submissions must have page numbers and should have a cover page containing the title of your work, your name, course number, course title, professor’s name, and date.
5. Use Times Roman 12 point, double-spaced. Page margins should measure 1” on all sides.

All written works will be graded on content, organization, logic, grammar, and spelling. I encourage you to visit The Writing Center in SB40g (7-2033) as early as possible if you need help with academic writing.

Academic Integrity and Performance:
CSUN expects all of us, you and me, to conduct in an honest and professional manner. Disrespectful activities
such as inappropriate comments, texting, emailing, Internet surfing or talking shall not be tolerated in our classroom. Please turn off all cell phones during class.

- If you are caught cheating in any form, you will receive a failing grade for the course and be reported to the University for appropriate disciplinary action.
- Plagiarism (using others’ ideas and words in your work without clearly acknowledging the source of that information) is a major offence in academic contexts and will not be tolerated.

**Email and Canvas:**
Please log on canvas.csun.edu and check your CSUN email account regularly for materials related with the course. You are responsible for all course related materials and information distributed through them.

- When you write to me, please have “ART 342” or “ART 542” in the subject line! Without the required info, your email may not get read in a timely manner!

**Assumptions I Make About You:** You have made a conscious, informed choice to be a member of this class. This means that you have read the syllabus, know the workload required, and you will turn in your assignments on time and follow the conduct rules outlined in this document. Be aware that for a class of 3 units like this you should spend at least 6 hours per week on your own (reading, making notes, working on assignments, etc.).

**Assumptions You Can Make About me:** I will do my best to help you to achieve your goals in this class. I will give you the respect that I ask you to give me and the other members of this class. I will be available to help you, but you must let me know that you need help. If you do not turn in an assignment, I will assume that you are content with a grade of zero for that assignment.

**Texts:**


Griffin, Tim. “Global Tendencies: Globalism and the Large-Scale Exhibition.” *Artforum International*, vol. 42 iss. 3 (Nov 2003), 152-167. (available online)


Obrist, Hans Ulrich, ed. *A Brief History of Curating.* JRP|Ringier, 2008. (required chapters are available online)


Schedule of course activities (subject to change)

Week 1 (Aug. 30): Introduction to the class, the artist and the exhibition.
Take-home assignment #1: Search art scene: Are there museums and art galleries in Southern California that have featured or will soon feature exhibitions on contemporary Chinese art or contemporary Asian art? Name at least two such institutions and discuss at least one such exhibition from each institution. Prepare to present your findings in class.

Week 2 (Sept. 6): Contextualizing Wen Fang’s art
Exhibition Project sign up due

Week 3 (Sept. 13): Contextualizing Wen Fang’s art
Meet CSUN galleries director James Sweeters at 2:00pm
Take-home assignment #2: find two museum careers that interest you (ex. archivist, curator, registrar, conservator, executive director, program manager, gallery educator, exhibit designer/installer, librarian, accounting officer, tour coordinator, director of development, grant writer, outreach and community education coordinator, membership coordinator, etc.). Prepare to present in class about description of the job, the average starting salary, the job skills and degree needed. One place to start: http://museumstudies.si.edu/courses.html

Week 4 (Sept. 20): Contextualizing Wen Fang’s art
Reading: Valjakka and Wang. “Engagement with the Urban: Visual Arts as a Form of Cultural Activism in Contemporary China.”
Take-home assignment #3: identify a curator you want to interview, do research on and reach out to that person, prepare to discuss your findings in class.

Week 5 (Sept. 27): Museums and exhibitions
Reading: Anderson, chapter 5 “Rethinking the Museum: An Emerging New Paradigm,” chapter 7 “The Real Multiculturalism: A Struggle for Authority and Power.”
Take-home assignment #4: find two exhibition catalogues that you like, bring them to the class, prepare to present/discuss them in class.
Critical essay on a piece of artwork from Wen Fang due (we will select paragraphs to be included in the catalog)

Week 6 (Oct. 4): Museums and exhibitions

**Exhibition Project: Curatorial research due**

**Week 7 (Oct. 11):** Looking at and writing on exhibitions
*Readings: Barnet, Chapter. 7*
NO CLASS/Fieldtrip to see an exhibition of contemporary Chinese art (produced by artists since the 1960s) in a local museum/gallery (a tip: get whatever materials that you are allowed, such as brochures, catalogs, maps, posters, etc., and take photos for future reference)

*Take-home assignment #5:* find an exhibition review that you like and prepare to read/share it to the class.

**Week 8 (Oct. 18):** Museums and exhibitions

*Exhibition Project: Graphics due*
*Exhibition Project: Education and public outreach due*

*Take-home assignment #6:* Identify three major perennial art exhibitions/festivals (biennials or triennials) not covered by Filipovic’s article and answer these questions: How were they originated? What themes do such exhibitions/festivals emphasize? How have they interacted with their local cultural, art, architectural, and social fabrics? A starting point: http://www.aaa.org.hk/onlineprojects/bitri/en/index.aspx. Prepare to share to the class.

**Week 9 (Oct. 25):** Pioneer curator interviews—innovations and experiments within or without the museum

*Exhibition review due*

*Take-home assignment #7:* find an exhibition website that you like and prepare to present in class.

**Week 10 (Nov. 1):** Curators and international exhibitions

*Take-home assignment #8:* Meet with your curator and conduct the interview, prepare to present/discuss them in class.

**Week 11 (Nov. 8):** Contemporary Chinese art in a global context

*Exhibition Project: Website due*

**Week 12 (Nov. 15):** Contemporary Chinese art in a global context
https://www.youtube.com/watch?v=mEAnMRsZlfo

*Two Exhibition Catalogue Entries due*

**Week 13 (Nov. 22):** Museum Visit and Museum Professional Interview due

**Week 14 (Nov. 29):** reflect on your involvement with the exhibition
Thanksgiving recess

**Week 15 (Dec. 6):** Exhibition opening, Artist lecture; organize and participate in artist reception for the exhibition and engage with visitors
Week 16 (Dec. 13): Final week: this class has no final and thus no class meeting on final week. However, I will be in my office during the final exam time for students who might have questions about their grades.

**Exhibition Project:** Documentary video due