

**Gallery Display III**  
CRN: 20914 - Art 264-3 Units  
Tuesdays & Thursdays 12:20-2:55 p.m.  
Gallery, building 2800  
Jan. 21- May 15

**Instructor: Ms. Carol Hegarty**  
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Office: Juanita Salazar Lowe Art Gallery (in the back)  
[www.carolhegarty.com](http://www.carolhegarty.com)

**Office hours:**

Monday 5:00-6:15 p.m.

Wednesday 5:00-6:15 p.m.

Tuesday Noon-12:15 p.m.

Thursday 10:45 a.m.-12:15 p.m.

**SYLLABUS: SPRING 2014**

*Students are responsible for knowing and adhering to the information in this syllabus as is the instructor.*

**Course/Catalog Description:**

A continuation of ART 263, Gallery Display II, with a focus on art gallery exhibition design, installation, and promotion. (CSU)

**Course Overview:** This is the final capstone course covering art exhibits from start to finish providing the student with hands on experience, handling artwork, setting up an exhibit, meeting the public, and taking down exhibits. For those who may be considering a career in a gallery or museum setting, or those thinking about work in exhibition design.

**Student Learning Outcomes:**

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to:

Perform the complete installation of an art exhibit. (LO1, ILO2, ILO3, ILO5)

Create a presentation on methods of art preservation and handling. (ILO1, ILO2, ILO3, ILO5)

Design promotional materials for an exhibition or event. (ISLO1, ISLO3, ISO5)

These Student Learning Outcomes were designed to implement the following institutional learning outcomes.

**Institutional Student Learning Outcomes:**

Students who complete a degree or certificate at Imperial Valley College will demonstrate competency in these five areas: communication skills (ILO1), critical thinking skills (ILO2), personal responsibility (ILO3), information literacy (ILO4), and global awareness (ILO5).

**Measurable Course Objectives and Minimum Standards for Grade of "C":**

Upon satisfactory completion of the course, students will be able to:

1. Create a presentation on methods of art preservation and handling.
2. Analyze methods of educating the public.
3. Perform the complete installation of an art exhibit.
4. Understand careers in commercial and non-profit galleries, and museums.
5. Perform tasks relating to publicity and public relations.
6. Design promotional materials for an exhibition or event.
7. Plan and organize an exhibition from beginning to end.
8. Observe contemporary exhibitions and art issues.

**Core Content:**

Create a presentation on the care, upkeep and preservation of works of art. 20%

Perform the complete installation of an art exhibition including use of lighting, wall space, floor space, pedestals, sculptures and paintings. 20%

Introduction to the commercial gallery, non-profit gallery and museum as professional career. 10%  
Publicity and public relations projects. 10%  
Design invitations, flyers, and literature for an exhibit or event. 20%  
Seeing an exhibition from beginning to end: methods of locating shows, booking shows, communicating with artists, unpacking and returning exhibitions. 10%  
The role of the non-profit gallery in society. 10%

**Required textbook:**

Hughes, Philip (2010). Exhibition Design Laurence King Publishers.  
The IVC bookstore has a rental program - go online at [www.rent-a-text.com](http://www.rent-a-text.com), register and get an ID, then pick up your book at the bookstore.

**Methods of instruction:**

Lecture/demonstration; in class critiques and discussion; audio-visual presentations; gallery and museum visitation; guest speakers. Hands on installing and de-installing art exhibitions, gallery sitting, meeting the public, learning about being a curator, and promoting exhibits.

**Grading policy:**

Grades are assessed on the following criteria:  
Participation in gallery activities 60%  
Classroom discussion 10%  
Three Exhibition Reviews 10%  
Personal response to assigned reading (three take home quizzes) 10%  
Final Exam (take home) 10%

Exhibition reviews: For successful completion of the class students must attend a minimum of three art exhibitions during the semester. Students should write a short and informal “review” of each exhibit, with attention to the installation of the exhibit, using the guide supplied by the instructor.

Examples of preparation necessary for each exhibit or special event at the gallery

- E-mail to the entire campus community announcing the opening
- Request E-mail blast to students
- Request clean up, and extra chairs and tables from maintenance
- Arrange for live or dj music
- Prepare/arrange for food and refreshments
- Arrange for marquee to announce show
- Contact Parking Control for free parking in nearest lot for guests
- Prepare gallery
- Repair and paint walls
- Prepare sign in log
- Assign photographers for exhibit opening
- Put show up on Facebook
- Design, have printed and distribute posters
- Press release 2 weeks ahead of time, newspapers, radio.
- Arrange show
- Design, order, pick up and install signage
- Hang show
- Make labels
- Hang labels
- Take artwork down, wrap and contact artists for pick up
- Type in contacts gleaned from sign in log at gallery for future email list

### Recommended Periodicals:

Juxtaposition	Art in America	Flash Art	Artforum
Artweek	New Art Examiner	Art News	Modern Painters

### Classroom Etiquette:

- **Electronic Devices:** Cell phones and electronic devices must be turned off and put away during class. Cell phones ringing during class and all electronic devices not put away will be held by the instructor until the end of class as these disruptions are considered disrespectful behavior to others in the class and the instructor.
- **Food and Drink** are prohibited in all classrooms. Water bottles with lids/caps are the only exception. Additional restrictions will apply in labs, please comply as directed. (Food is allowed in Gallery.)
- **Disruptive Students:** Most of you are here to learn, but some students are not as serious. To preserve a productive learning environment, students who disrupt or interfere with a class may be sent out of the room and told to meet with the Campus Disciplinary Officer, before returning to continue with coursework. Disciplinary procedures will be followed as outlined in the General Catalog.

### Additional Help:

- **Learning Labs:** There are several 'labs' on campus to assist you through the use of computers, tutors, or a combination. Please consult your college map for the Math Lab, Reading & Writing Lab, and Learning Services (library). Please speak to the instructor about labs unique to your specific program.
- **Library Services:** There is more to our library than just books. You have free access to tutors in the learning center, study rooms for small groups, and online access to a wealth of resources.

### Disabled Student Programs and Services (DSPS):

Any student with a documented disability who may need educational accommodations should notify the instructor or the Disabled Student Programs and Services (DSP&S) office as soon as possible. The DSP&S office is located in Building 2100, telephone 760-355-6312 if you feel you need to be evaluated for educational accommodations.

### Student Counseling and Health Services:

Students have counseling and health services available, provided by the pre-paid Student Health Fee. You can find out more about services available for students at <http://www.imperial.edu/students/student-health-center/>. The IVC Student Health Center is located in the Health Science building in Room 2109, telephone 760-355-6310.

### Student Rights and Responsibilities:

Students have the right to experience a positive learning environment; students who disrupt that environment can be asked to leave the class. Faculty and students also have the right of due process. For further information regarding student rights and responsibilities please refer to the IVC General Catalog available online at [www.imperial.edu](http://www.imperial.edu)

### SPRING 2014 Gallery Display Weekly schedule:

*(This may be changed as needed at the discretion of the instructor.)*

Class 1 Tuesday Jan. 21 Intro: Syllabi and class content.

Class 2 Thursday Jan. 23. Clean, Paint and Prepare Gallery.

Class 3 Tuesday Jan. 28 Pieces arrive by this date – Begin Placement and Hanging.

Class 4 Thursday Jan. 30 Continue installation.

.Class 5 Tuesday Feb. 4 Complete Installation with name tags, signage, etc.

Class 6 Thursday Feb. 6 Final preparations, refreshments, music. Elias Fontes Collection/Christine Curry 4-7 p.m.

EXTRA – Friday, Feb. 7 event unveiling Honorary Bricks and Bench

Class 7 Tuesday Feb. 11 ASG Student Reception during College Hour, noon-1 p.m.

Class 8 Thursday Feb. 13 Gallery Sitting

Class 9 Tuesday Feb. 18 Gallery Sitting – Notification of press and radio, Tijuana Artists.

Class 10 Thursday Feb. 20 Gallery Sitting

Class 11 Tuesday Feb. 25 Tijuana Artists' pieces arrive.

Class 12 Thursday Feb. 27 Take down current show, wrap. Begin installation of Tijuana Artists.

Class 13 Tuesday March 4 Continue Tijuana installation. Name tags, signage.

Class 14 Thursday March 6 Final preparations, refreshments, music. Tijuana Artists 4-7 p.m.  
Thursday, Oct. 3

Class 15 Tuesday March 11 ASG Student Reception during College Hour, noon-1 p.m.

Class 16 Thursday March 13 Gallery Sitting- Begin IVC Student Exhibit promotion/call for art – posters, Facebook etc.

Class 17 Tuesday March 18 Gallery Sitting – Notification of press and radio, IVC Student Exhibit.

Class 18 Thursday March 20 Gallery Sitting

Class 19 Tuesday March 25 Student artwork arrives.

Class 20 Thursday March 27 Student artwork arrives. Tijuana show comes down and is wrapped.

Jurying must be done March 28-30.

Class 21 Tuesday April 1. Begin student show installation.

Class 22 Thursday April 3. IVC Annual Student Exhibit opens 4-7 p.m.

Class 23 Tuesday, April 8 ASG Student Student Reception during College Hour, noon-1 p.m.

Class 24 Gallery Sitting. Thursday, April 10.

Class 25 Tuesday April 15 Gallery Sitting

Class 26 Thursday April 17 Gallery Sitting

SPRING BREAK IS APRIL 21-26

Class 27 Tuesday April 28 Gallery Sitting

Class 28 Thursday May 1 Gallery Sitting – Notification of press and radio for Fall semester's shows.

Class 29 Tuesday May 6 Gallery Sitting

Class 30 Thursday May 8 IVC Student exhibit closes. PICK UP FOR STUDENT ARTWORK

Class 31 Tuesday May 13 \*\* Final\*\* PICK UP FOR STUDENT ARTWORK

Class 32 Thursday May 15 – I will be at the gallery to speak to any student who wishes to come by.