



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Professional Practice in Fine Art				
Module Code	UAAAMA-30-3 FA 306	Level	3	Version	1.1
Owning Faculty	ACE	Field	Art		
Contributes towards	BA (Hons) Fine Art				
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Project
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	N/a		Module Entry requirements	N/a	
Valid From	September 2012		Valid to	September 2018	

CAP Approval Date	1 August 2012 2 October 2013
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Further develop and evaluate working processes appropriate to Individual creative practices; (Component A1) • Acquire independent research skills and utilise them effectively; (Component A1 & A2) • Display evidence of professional competencies required for individual creative practice; (Component A1) • Evolve further strategies and utilise expertise, imagination and Creativity in appropriate media; (Component A1) • Develop own criteria for evaluating and directing work: question and contextualise individual practice and that of others; (Component A1&A2) • Articulate an informed position in the fields of art and culture; (Component A1,2,3) • Articulate intentions, values and meanings of works produced to relevant audiences as well as non-specialised audiences; (Component A2,A3) • Consider and evaluate available relevant pathways to progress. (Component A2)

Syllabus Outline	<p>Studio lecture course outlining the role, responsibilities of a professional contemporary artist.</p> <ul style="list-style-type: none"> • Cohesion and coherence in a body of work • Exhibition spaces and organization • Artist's statement • Signature Style • Documenting exhibitions, current and past work • Research professional artists' websites • Types of Portfolios (online, electronic, computer-aided programs) • Preparation of a CV following a recognised standard text rich format • Job application letter or post-graduate study application letter (including reasons for study) • The role of the galleries-commissions, promotions, art agents, collectors, sales etc. • Freelancing opportunities • Art and Law • Communicating with curators and art institutions-How to present yourself • Careers in education • Presentation skills • Framing your artwork or not? Costs. • Marketing Skills • Writing for proposals for commissioned artwork <p>1. Professional contexts</p> <p><i>Legislation:</i> copyright, consumer protection, equal opportunities, stealing and selling artwork, agreements of commissions from galleries or individuals.</p> <p><i>Ethics:</i> punctuality, honesty, integrity, conscientiousness, respect for others</p> <p><i>Professional responsibilities:</i> to agents, sponsors, clients, employers, e.g., meeting deadlines, respecting confidentiality, settling bills; to consumers and general public, e.g., protection of consumers, supply of quality work</p> <p><i>Modes of employment:</i> job functions of artists working at different levels in different types of organisations, schools, designers, photographers etc.</p> <p><i>Personal and public liability:</i> insurance, artists in schools/colleges, agencies and artists, public art context</p> <p>2. Portfolio of work</p> <p><i>Arranging portfolio:</i> organise and present portfolio, adjust to meet specific requirements</p> <p><i>Supporting information:</i> project focus and intentions, developmental and completed work, research, evaluation</p> <p>3. Present work</p> <p><i>Presentation skills:</i> formal, informal, oral, visual, finished and/or work in progress</p> <p><i>Personal presentation:</i> attitude, dress, manner, adjusting to meet specific requirements</p> <p>4. Promote and market</p>
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	<p><i>Progression aims:</i> realistic short- and long-term plans, work or further study</p> <p><i>Personal development:</i> confidence, diplomacy, ability to speak about work, present positive aspects, undertake negotiations and maintain goodwill</p> <p><i>Promotion of work opportunities:</i> exhibitions, competitions, displays, shows, publications, use of media, e.g., marketing, printing of cards, publicity; selection</p> <p><i>Negotiations:</i> beneficial to personal practice, to secure financial arrangements, fees, display space and physical conditions, terms and conditions, contracts</p>
<p>Contact Hours/Scheduled Hours</p>	<p>72 contact hours comprised as follows:</p> <p>Teaching blocks 1 and 2: Weekly lecture and seminar, plus workshop involving as appropriate:</p> <ul style="list-style-type: none"> • pair and group work; • whole class discussion; • feed forward and feedback through personal tutorial times; • question and answer sessions; • experiential learning activities linked to learning about careers such as attending employer events, • self-directed learning activities; • student presentations; • Discussion via email and Virtual Learning Environment.
<p>Teaching and Learning Methods</p>	<p>Scheduled learning Series of professional practice lectures, CV and portfolio surgeries and self-initiated field research for artistic practices in various art fields.</p> <p>Independent learning This will include hours of independent visual and theoretical research in displaying evidence of professional competencies required for individual creative practice.</p>
<p>Reading Strategy*</p>	<p>Essential Reading Essential reading will be indicated clearly along with the method for accessing it (e.g. students may be expected to purchase a set text, be given a study pack or be referred to texts that are available electronically or in the Library). Module handbooks will also reflect the range of reading to be carried out.</p> <p>Further Reading Further reading is advisable and students will be encouraged to explore at least one of the titles held in the library on this topic. A current list of such titles will be given in the module handbook and revised annually.</p> <p>Blackboard This module is supported by Blackboard where students will be able to find all necessary module information. Direct links to information sources will also be provided from within Blackboard.</p> <p>Access and Skills</p> <ul style="list-style-type: none"> • Professionalism • Presentation skills • Self-Confidence and direction towards an art career or following an MA degree of study • Computer and technological skills • Marketing Skills

Indicative Reading List

Indicative Reading List

This will be dependent upon personal artistic direction for Year 3 studies. An open-learning dossier will be provided which supports portfolio preparation, CV and application letter, interview techniques, setting-up and organizing a business, practice management and contract forms etc.

Atkinson, K. & Gyst, I. (2010) *Getting Your Sh*t Together: A Manual for Teaching Professional Practices to Artists*. Createspace.

Branagan, A. (2011) *The Essential Guide To Business For Artists And Designers (Essential Guides)*. A & C Black Publishers Ltd.

Buskirk, M. (2005) *The Contingent Object Of Contemporary Art*. MIT Press.

Hughes, P. (2010) *Exhibition Design*. Laurence King Publishing.

Marincola, P., Adamson, G., Antonelli, P., etc. (2007) *What Makes A Great Exhibition? US: University of the Arts, Philadelphia Exhibitions Initiative*.

Maisel, E. (2005) *Coaching the Artist Within*. New World Library.

Peot, M. (2012) *The Successful Artist's Career Guide: Finding Your Way in the Business Of Art*. North Light Books.

Rugg, J. & Sedgwick, M. (2007) *Issues in Curating Contemporary Art And Performance*. Intellect Books.

Ruston, A. (2005) *Artist's Guide To Selling Work*. A & C Black Publishers Ltd.

Tirdad, Z., Martínez, C., & Wood, C. (2010) *Creamier: Contemporary Art in Culture: 10 Curators, 100 Contemporary Artists, 10 Sources*. Phaidon Press Ltd.

Velthuis, O. (2007) *Talking Prices: Symbolic Meanings Of Prices On The Market For Contemporary Art*. Princeton University Press.

Wojal, A. & Miller, S. (2011) *Starting your Career as an Artist: A Guide for Painters, Sculptors, Photographers, And Other Visual Artists*. Allworth Press.

Further Reading List

Periodicals:

Art News

Art in America

Art in Asian Pacific

Elephant

Art Monthly

Artforum

Artist's Newsletter

Frieze

Modern Painters

Part 3: Assessment

Assessment Strategy

Delivery

This module will be assessed as a Portfolio of work comprising:

A strong evidence of professional looking artwork through a final exhibition.

A report (formats for reports should exhibit high level of academic writing and critical thinking, rich in research and sources.

- Shadowing of a professional artist, curator, designer, cultural local services, museums, theatres, political or well-known personals, school administrators, art educator;
- Write a proposal
- Discuss and apply Art business skills for artists

Assessment

This is a practical module in which students will demonstrate professionalism as future practicing artists.

Students will need to apply a professional approach to preparing work for exhibitions, dealing with production and/or exhibition contracts and be aware of legal and ethical issues connected to areas ranging from the content of their work to such things as damage, public liability and school or college insurance policies. Students may choose to undertake further studies to develop their professional potential and opportunities.

Values in Assessment

Through the assessment requirements you are assessed on your:

Knowledge of:

- Contemporary art thinking and practice
- Contract and financial application
- Portfolio Preparation and Presentation skills

Understanding through application of:

- Evaluation of processes

Technical and applied skills through:

- Communication of the creative processes
- Presenting and exhibiting artwork

Identify final assessment component and element	Component A1	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	0%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Portfolio of practical work	60%	
2. Written reports / proposals (2500 – 3000 words)	20%	
3. Presentation (of Proposals, personal work)/Oral Assessment (20 mins)	20%	
Component B Description of each element	Element weighting (as % of component)	
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Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Portfolio of practical work	80%	
2. Written reports / proposals (2500 – 3000 words)	20%	
Component B Description of each element	Element weighting (as % of component)	

If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.