



## Arts Management 300, Section 2 Curation, Presentation and Promotion of the Arts

SPRING 2019

Mondays & Wednesdays, 3:30-4:45pm, CAC 204

Final Exam Wednesday, May 15, 2019, 10:15am-12:15pm

**Instructor: Jim O'Connell**

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Office: **CAC 205** / NFAC 184

Phone: 715-212-2759 cell

OFFICE HOURS – SPRING SEMESTER 2019

1. Any time the door to CAC 205 is open (please come in and talk to me)
2. Any time by appointment ([joconnel@uwsp.edu](mailto:joconnel@uwsp.edu) or leave a note in the door bin)
3. Open Hours: **Mondays 11am-noon** and **Tuesdays noon-1:30pm**
4. I also serve as Interim Director of the Edna Carlsten Art Gallery in NFAC;  
I will generally be in the Gallery or NFAC 184 on **Thursdays 10:00am-noon**.

*I communicate via e-mail. Please check your UWSP account regularly.*

**Our course website is on CANVAS. Please submit assignments there.**

There is no textbook for this course. Readings will be assigned.

### Course Description

This course will challenge you to integrate your knowledge of and enthusiasm for an art form with the application of skills gained from courses in Business and Public Relations to develop your understanding of the distribution of art in North America. In the process of this work, you will begin to build a network of practicing professionals in the fields which most interest you.

Specifically, you will conceive, plan, budget and prepare promotion for an exhibition of objects or a series of performances chosen from existing works of art. Working independently or as part of a group, but on the same schedule, you will undertake the following tasks:

- Choose an art form or art forms for the project
- Enlist a practicing professional in the field to serve as advisor to the project
- Develop a theme for the exhibition/series, identifying one or two “anchor” artworks
- Contact owners/agents for the “anchor” artworks to determine costs and other requirements; request contract forms
- Profile the target audience for the exhibition/series
- Select an actual venue for the exhibition or series
- Contact the venue to determine costs and technical requirements; request contract forms
- Based upon information on the venue and “anchor” artworks, develop a preliminary budget and calendar; determine criteria for success and how they are to be measured

- Develop a list of complementary artworks to complete the exhibition/series
- Contact owners/agents for the complementary artworks; determine costs and requirements
- Make choices among the possibilities, choosing 5-10 artworks; request contract forms
- Develop marketing/promotion plan and schedule; contact media outlets; determine costs
- Revise budget and calendar
- Prepare marketing materials, any surveys or other materials to measure success
- Present completed project to classmates and an audience of the professional advisors

There are two posters outside my office. The one on the door says ***I BELIEVE IN ALL THE ARTS FOR ALL THE PEOPLE***. The framed one says ***THE ARTS MUST SURVIVE AS A BUSINESS TO THRIVE AS ART***.

Our work this semester will be part of a continuing conversation\* about a world in which the aspiration of the first statement is tempered by the reality of the second. I look forward to hearing your thoughts.

*\* If you choose to continue in Arts Management, this conversation will last your entire career.*

## **Essential Questions**

- What is art?
- What is arts management?
- What are the responsibilities of arts organizations to artists?
- Does government have a role in the arts?
- What is the difference between curatorship and censorship?
- What roles do arts organizations and the arts themselves play in their communities?
- What are the responsibilities of artists and arts organizations to their audiences? ...to their communities? ...to society?

## **Learning Outcomes for Arts Management 300: Curation, Presentation and Promotion of the Arts**

Upon completion of this course, students will be able to

1. Describe ways in which art is distributed.
2. Apply knowledge of artwork production and artistic judgement to a management project
3. Describe the roles of intermediaries that exist between creators and audiences
4. Integrate business and public relations skills in pursuit of an arts-related outcome
5. Create criteria to measure success in the distribution of art
6. Create a comprehensive plan, timeline and budget for the distribution of art experiences
7. Expand and engage a network of professional contacts

## Learning Outcomes for the Arts Management Major and Division of Communication

By the time they complete all major requirements, students will have gained the following competencies (\*outcomes supported by this course):

- Communicate effectively using appropriate technologies for diverse audiences;\*
- *Articulate the role of the arts in community development and civic engagement;\**
- *Differentiate for-profit and not-for-profit activities in the arts ecology;\**
- Plan, evaluate and conduct basic research;\*
- Use appropriate theories to understand and solve problems;
- Apply historical perspectives to contemporary issues and practices;\*
- Apply principles of ethical decision making in communication contexts;\*
- *Apply business and communication skills in support of creative endeavor;\**
- *Network effectively with artists and arts management professionals.\**

*italics* = Arts Management-specific outcomes (other = Communication Division outcomes)

### Course Requirements

The final grade will be based upon graded assignments (including a semester project), class participation, final examination, and attendance.

ATTENDANCE IS MANDATORY.

**You are entitled to two absences.** Illness and excused absences will count against this allowance. All other absences will reduce your final grade.

Please note: ***CERTIFICATION OF HEALTH-RELATED ABSENCES MUST BE COORDINATED THROUGH THE DISABILITY AND ASSISTIVE TECHNOLOGY CENTER.*** See #6 below for contact information.

- If you miss class, you should arrange to get the day's information from a classmate.

1. Class Participation: Active participation in classroom activities is a course requirement and counts for 15% of the final course grade. I may include occasional quizzes as part of class.

- Quality participation requires professional behavior: obvious preparation for class, asking pertinent questions, offering relevant comments, taking notes, engaging with guest speakers, participating in classroom discussions, and other activities.

- ***THIS CLASSROOM IS AN ELECTRONICS-FREE ZONE.*** *Much of our work this semester will be done through discussion, so you need to participate fully and listen, not only to me but to your classmates, with respect and full attention.* ALL PERSONAL ELECTRONICS MUST BE TURNED OFF BY THE TIME CLASS STARTS.

2. Guidelines for Class Discussions: As individuals with diverse experiences and backgrounds, we will not always agree on issues, and our interpretation of the subject matter being discussed will sometimes differ. I expect you to respect the opinions of others while asserting your own.

3. Submission of Assignments: Assignments will be submitted by the beginning of each class period **via the appropriate folder on CANVAS.**

4. Late Assignments: Assignments are due as noted below. The assignment is considered LATE any time after the deadline. Late assignments will automatically lose **at least** ten points (from a maximum of 100).

5. **Plagiarism and Academic Integrity:** From the UWSP 14.01 STATEMENT OF PRINCIPLES – Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions. For more info: <http://www.uwsp.edu/dos/Pages/Academic-Misconduct.aspx>  
Note: Submissions via CANVAS will be automatically screened for plagiarism.

6. **Students with Special Needs/Disabilities:** Any student who anticipates needing an accommodation based on the impact of a disability (including mental health, chronic or temporary medical conditions) should contact me privately to discuss specific needs. **Students are strongly encouraged to contact the Disability and Assistive Technology Center (DATC) at 715-346-3365 or at [datctr@uwsp.edu](mailto:datctr@uwsp.edu) to seek further assistance.**  
Students currently registered with DATC may provide their Notice of Accommodation Letters (yellow forms) to me in my office, after class, or via e-mail.

## Course Assignments

1. **Readings:** *Please complete assigned readings prior to each class meeting* and come prepared to participate in active discussions. Regular readings are posted on CANVAS and listed on the syllabus. Additional readings may be added from time to time; you will be notified via e-mail.
2. **Current Arts News:** You will read daily and/or weekly articles, journals, and blogs related to arts/arts management. You should submit one article/post report each week; you may skip up to three reports without penalty. Report format: (a) headline, source, link to article/post; (b) 50-word summary of article; (c) 150-word discussion identifying the issue and its importance to Arts Management. See examples posted on CANVAS. Reports will be graded on content, quality of writing, spelling, punctuation, and grammar. Most classes will begin with a discussion of the week’s news. You should expect to present two news items orally in class and lead discussion.
3. **Event Attendance and Report:** You will choose three events, *each in a different art form*, from among those offered by the Department of Theatre and Dance, the Department of Music, Centertainment, the Performing Arts Series, Carlsten and Scarabocchio Galleries, and other organizations. You must attend the events and show evidence of attendance (ticket, program, a scanned image or selfie, etc.). By the end of the course, you must prepare a report comparing and contrasting the three events, noting personal evaluation, the nature of the venues, audience response, and connecting them to issues of arts management and career goals. The report will be graded on content, quality of writing, spelling, punctuation, and grammar.
4. **Written Assignments:** TO BE DETERMINED. You may drop the two lowest grades. Written assignments will be graded on content, quality of writing, spelling, punctuation, and grammar.
5. **Group Project:** You will produce a Not-for-Profit Job Fair on Wednesday, March 27.
6. **Field Trips:** There will be one or more offsite activities, some outside classtime.
7. **Final Project:** You will present an oral summary of your project to the class and submit the project in written form (PowerPoint, Prezi, etc. will suffice for both). The project will be graded on content, oral presentation, quality of writing, spelling, punctuation, and grammar.
8. **Final Exam:** Wednesday, May 15, 2019, 10:15am-12:15pm: The exam will consist of a small number of short answer questions and brief essays.

## **Assignment Recap (due dates)**

14 Weekly Arts News Reports (11 count toward final grade) (due every week)

1 Event Attendance Report (3 events attended) (due MAY 8)

Written Assignments (TO BE DETERMINED)

1 Group Project (due MAR 27)

1 Semester Project (due AS SCHEDULED APR 29, MAY 1, MAY 6, MAY 8)

Oral Presentation to the Class with Accompanying Written Submission

1 Final Exam (MAY 15)

*Please note: Assignments may be reordered to take advantage of guest speaker availability.*

## **Grading**

### Grade Distribution

15% Class Participation and Quizzes

15% Arts News Reports

10% Event Attendance Report

15% Group Project

15% Written Assignments

20% Semester Project and Oral Presentation

10% Final Exam

Extra Credit: From time to time, optional supplementary and voluntary opportunities for earning extra credit will be announced in class.

## **Grading Scale**

A

93-100

A -

90-92

B+

87-89

B

84-86

B -

80-83

C+

77-79

C

74-76

C -

70-73

D+

67-69

D

60-66

F

Below 60

**Class Timeline** (subject to change)

*There are a lot of TBDs here because **WE WILL DESIGN THIS COURSE TOGETHER**, modeling the process of community engagement by partnering in its creation.*

**GUEST SPEAKERS WILL BE ADDED AS THE SEMESTER CONTINUES.**

WEEK 1: HOW IS ART MADE?

WED, JANUARY 23

Introductions. Course introduction and expectations. Overview of news sources.

In-class Essay: Why are you interested in this course?

What are your aspirations in the field? Course structure & projects.

*Assignment (due JAN 28): Arts News Report #1.*

*Assignment (due MAY 8): Event Attendance and Report. See Syllabus.*

**Readings FOR JAN 28 & 30: TBD**

WEEK 2: ADVISORS/MENTORS, ARTFORMS, EXHIBITIONS/SERIES, THEMES

MON & WED, JANUARY 28 & 30

*Assignment (due FEB 4): Arts News Report #2.*

*Assignment (due MAR 27): **GROUP PROJECT** – Not-for-Profit Job Fair, Wed., March 27*

**Readings FOR FEB 4 & 6: TBD**

WEEK 3: ANCHOR ARTWORKS

MON & WED, FEBRUARY 4 & 6

*Assignment (due FEB 11): Arts News Report #3.*

*Assignment (due FEB 13): TBD*

**Readings FOR FEB 11 & 13: TBD**

WEEK 4: TARGET AUDIENCES

MON & WED, FEBRUARY 11 & 13

*Assignment (due FEB 18): Arts News Report #4.*

*Assignment (due FEB 20): TBD*

**Readings FOR FEB 18 & 20: TBD**

WEEK 5: VENUES

MON & WED, FEBRUARY 18 & 20

*Assignment (due FEB 25): Arts News Report #5.*

*Assignment (due FEB 27): TBD*

**Readings FOR FEB 25 & 27 TBD**

WEEK 6: WHAT DO VENUES COST?

MON & WED, FEBRUARY 25 & 27

*Assignment (due MAR 4): Arts News Report #6.*

*Assignment (due MAR 6): TBD*

WEEK 7: PRELIMINARY BUDGET & CALENDAR, CRITERIA FOR SUCCESS  
MON & WED, MARCH 4 & 6

*Assignment (due MAR 11): Arts News Report #7.*

*Assignment (due MAR 13): Advocacy Letters (1 page each; total 2 pages). Research two public officials and their positions on the arts. Write Advocacy Letters to two officials at the federal, state, or local level citing their positions (or lack thereof) and the work of Your Arts Organization as an example of the public good that can be achieved through funding.*

**Readings FOR MAR 11 & 13: Arts Wisconsin Arts Action Center**  
<https://www.artswisconsin.org/actioncenter/>

WEEK 8: ADVOCACY  
MON & WED, MARCH 11 & 13

***FIELD TRIP! JOIN ME in MADISON for ARTS DAY at the CAPITOL MARCH 12!***

*Assignment (due MAR 25): Arts News Report #8.*

**Readings for MAR 25 & 27: TBD**

***ENJOY SPRING BREAK! Reminder: BYO #6 Project Description is due MAR 27.***

WEEK 9: JOB FAIR  
MON & WED, MARCH 25 & 27

***NOT-FOR-PROFIT JOB FAIR, DUC, WEDNESDAY, MARCH 27, 10am-3pm***

*Assignment (due APR 1): Arts News Report #9.*

*Assignment (due APR 3): TBD.*

**Readings FOR APR 1 & 3: TBD**

WEEK 10: COMPLEMENTARY ARTWORKS – filling the space, what do they cost?  
MON & WED, APRIL 1 & 3

*Assignment (due APR 8): Arts News Report #10.*

*Assignment (due APR 10): TBD*

**Readings FOR APR 8 & 10: TBD**

WEEK 11: FINALIZE SERIES, EXHIBITION, DEVELOP MARKETING PLAN  
MON & WED, APRIL 8 & 10

*Assignment (due APR 15): Arts News Report #11.*

*Assignment (due APR 17): TBD*

**Readings FOR APR 15 & 17: TBD**

***Assignment: Final Project (as scheduled APR 29, MAY 1, MAY 6, MAY 8).***

WEEK 12: REVISE BUDGET & CALENDAR  
MON & WED, APRIL 15 & 17

*Assignment (due APR 22): Arts News Report #12.*

*Assignment (due APR 24): TBD*

**Readings FOR APR 22 & 24: TBD**

WEEK 13: PREPARE MARKETING MATERIALS, SURVEYS & EVALUATION TOOLS  
MON & WED, APRIL 22 & 24

*Assignment (due APR 29): Arts News Report #13.*  
*Assignment: FINAL PROJECT.*

WEEK 14: PREPARE FOR FINAL PRESENTATIONS  
Student Presentations  
MON & WED, APRIL 29 & MAY 1

*Assignment (due MAY 6): Arts News Report #14.*

Reminder: *Event Attendance Report due MAY 8. See page 4, #3.*

WEEK 15: SEMESTER PROJECT PRESENTATIONS & DISCUSSION  
Student Presentations  
MON & WED, MAY 6 & 8

WEEK 16: EXAMINATION WEEK  
Final Exam **WEDNESDAY, MAY 15, 2019, 10:15am-12:15pm.**

*This syllabus is subject to change.*