

Form version: February 2001

EFFECTIVE TERM: Fall 2002

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

___x___ Transfer course ___x___ A.A. degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE:

~~ARTS~~/ART/DNCE/MUS/TA 182 Introduction to Arts Management

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 144

BASIC SKILLS REQUIREMENTS:

Appropriate language skills.

ENTRANCE REQUIREMENTS

PREREQUISITE: None.

COREQUISITE: None.

RECOMMENDED PREPARATION: None.

SCOPE OF COURSE:

An introduction to the principles and practices of arts management through an interdisciplinary study of management topics in the visual and performing arts.

SPECIFIC COURSE OBJECTIVES:

Upon completion of course successful student will:

1. Synthesize a broad overview of management topics in the visual and performing arts;
2. Analyze the structure of contemporary arts institutions and organizations;
3. Synthesize different management needs of the visual arts (museums and galleries) versus the performing arts (dance, music and theatre);
4. Identify basic techniques of community outreach, such as the press release and flyer;
5. Apply principles to pursue further job opportunities in arts management.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Arts organizations - planning, staffing, organizing
 - A. Overview of the position of the arts in contemporary society
 - B. Current funding and organizational concerns
- II. Community outreach and marketing
 - A. Basic goals of marketing
 - B. Basic forms of publicity
 - 1. Press release
 - 2. Flyer/mailer
 - 3. Radio/TV
- III. Discipline-specific topics
 - A. Art/Galleries
 - 1. Collections management
 - 2. Curating exhibitions
 - 3. Exhibition design and installation
 - B. Museums
 - 1. Development, conservation and registration of museum collections.
 - 2. Curation of exhibits
 - 3. Archival management
 - 4. Security
 - C. Musical Performances
 - 1. Preparing the printed program
 - 2. Logistical needs of the musical performance
 - D. Dance Performances
 - 1. Differences between dance and musical programs
 - 2. Logistical needs of the dance performance
 - E. Theatre (Drama) Performances
 - 1. Differences from dance and music performances
 - 2. Logistical needs

REQUIRED READING:

Witleborg, Lothar P. *Good Show! A Practical Guide for Temporary Exhibitions*. Washington D.C.: Smithsonian Institution Traveling Exhibition Service, 1991.

Handouts from the instructor.

SUGGESTED READING:

None.

REQUIRED WRITING:

Notebook and bibliography developed from classroom work, which becomes a personal file of practical and theoretical information. The final project will be a report of an arts event the student plans from concept to installation/performance. The report will include 1) a concept statement (minimum one page), 2) a press release, 3) a flyer/poster design, 4) a timeline and task sheet, 5) a checklist, 6) exhibition/program design.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.

Visits to arts venues in San Diego County, such as San Diego Museum of Art or the California Center for the Arts, Escondido, with interviews of personnel. Notes from the interview will be included in the student's notebook mentioned under "Required Writing."

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

This course may be offered as a distance education course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply. (See guidelines for preparation for definitions.)

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

Notebook and bibliography 40%
Graded on completeness,
accuracy, and content

Final project 50%
Graded on completeness,
accuracy and content

Participation 10%

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes ___ No Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

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SIGNATURES ON FILE
