

# Macao Polytechnic Institute

## School of Arts

### Bachelor of Arts in Visual Art

#### Module Outline

Academic Year 2021/2022 Semester 1

<b>Learning Module</b>	Art Management		<b>Class Code</b>	VAFA4101	
<b>Pre-requisite(s)</b>	Nil				
<b>Medium of Instruction</b>	Chinese and English			<b>Credit</b>	2
<b>Lecture Hours</b>	12 hrs	<b>Lab/Practice Hours</b>	18 hrs	<b>Total Hours</b>	30 hrs
<b>Instructor</b>	Leung Hio Ming		<b>E-mail</b>	hioming@ipm.edu.mo	
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#### Description

This module starts with in-class lecture, concentrating on managing exhibitions, including methods of scheduling, principle of job distribution, essence of teamwork, plan for promotion, and venue setups. Then students will be required to write a proposal/plan for an actual exhibition. Finally they will do the on-site running of the exhibition.

Therefore, this is a module of understanding the principles of art management, generate a proposal/plan, then organize and run a real exhibition.

#### Learning Outcomes

After completing the learning module, students will be able to:

1. Understand various important theories and principles of art management
2. Generate a proposal/plan for an exhibition
3. Organize and execute the exhibition

## **Content**

### **1. In class lecture and discussion (12 hours)**

- 1.1 Introduction to Art Management (3 hours)
- 1.2 Planning and scheduling an exhibition with venue setup (3 hours)
- 1.3 Principles of job distribution and teamwork (3 hours)
- 1.4 Technique of promotion and getting sponsorship (3 hours)

### **2. On site practice (18 hours)**

- 2.1 Preparation for an actual exhibition (3 hours)
- 2.2 Real world execution of promotion and obtaining sponsorship (3 hours)
- 2.3 On site execution of the exhibition, including collection of display objects, venue setups, utilizing sound/light/electronic devices, organizing the opening ceremony, etc. (11 hours)
- 2.4 Critic, review, idea exchange after the exhibition (1 hour)

### **On Site Practice**

<b>Date</b>	<b>Practice Item</b>	<b>Description</b>
Beginning of the semester	Preparation for exhibition	Drafting a plan, with all the details and job distribution, schedule, working groups, equipment, venue setups, etc.
One month before the exhibition	Promotion, Sponsorship, PR	Prepare poster, collecting exhibition items, gaining sponsorship, inviting VIPs/news medias, MC script, news and report before and after the exhibition, etc.
One week before the exhibition	Floor plan and venue setups	Setup the display items according to the floor plans and diagrams. Spot and location of opening ceremony, etc.
Opening day	Actual exhibition	Execution of the actual opening ceremony according to the plan and preparation.

### **Teaching Method**

Lectures, videos, case studies, on site execution and group discussion.

### **Attendance**

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”.

## **Assessment**

This module is graded on a 100 point scale, with 100 being the highest possible score and 50 the pass score.

	<b>Item</b>	<b>Description</b>	<b>Percentage</b>
1	In Class Work	Planning the concert and doing preparatory works	30%
2	On Site Practice	Running, organizing and executing the rehearsals and concert	50%
3	Final Report	Generate a work-log of each stage of running the concert and a final report	20%

**Total:** 100%

## **Teaching Material(s)**

### **Textbooks**

1. 鄭新文。(2008)。藝術管理概論—香港地區經驗及國內外案例。上海音樂出版。
2. 夏學理。(2011)。展演機構營運績效管理。五南圖書出版股份有限公司。