

Syllabus

Descrizione del corso

Course title	Seminar 1 "Opportunities and Challenges of Art and Design Production"
Course code	97138
Scientific sector	M-FIL/05
Degree	Bachelor in Design and Art – Major in Design
Semester	Summer semester
Year	2020/21
Credits	2
Modular	<i>no</i>
Teaching language	English
Total lecturing hours	18
Total hours of self-study and / or other individual educational activities	about 32
Attendance	75% of the attendance is compulsory in order to be admitted to the exam
Prerequisites	none

Specific educational objectives of the course	<p>The seminar belongs to the class of "mandatory seminars" that students must include, at least once, in their study plan.</p> <p>The seminar provides useful knowledge for the introduction into the job market and specific professional knowledge related to the artists and design production, promotion and exhibition, for example: the emergency exits, the emergency lights, the maximum capacity of a space, the accessibility regulations, the public land use, the economic subsidy (private or public) one can access in the event of an injury occurred while at work, the blurry regulation about explicit contents in the public expressions of human creativity.</p> <p>Other tools provided focus on the technical and physical aspects concerning exhibiting art and design, especially in a site specific approach. Equally important to know the exhibition space is also to know which is the administrative organization who manages it and to deal with the 'bureaucratic' aspects related to loans, fees, sells and authenticity.</p> <p>Finally the seminar examines the possibilities to funding the artistic and design production both creatively and</p>
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materially. For this reason it's important that students become aware of the various possibilities that there are, outside the university environment, to promote and finance their work that is: open calls, residencies, awards, prizes, workshops, job or internship calls, found raising strategies, local forms of subsidy to the art production (municipal, provincial, state) and so on. Also important is to know how to effectively participate to these applications.

Through the seminar students will have acquired:

- the ability to capture and analyse contemporary cultural and social phenomena that characterise design and art;
- certified language skills to develop professionalism and/or a research path of international dimension;
- skills necessary to manage a project from the ideation phase to the realisation phase;
- a theoretical and socio-cultural education that aims to acquire a solid cultural background about the artistic and design Italian and international scenes;
- a bureaucratic knowledge about health and safety regulations, loan forms, fees, authenticities;
- a general knowledge on how to effectively participate to applications for awards, grants, residencies, fellowships, etc.;
- an overview about the institutional settings (museums, galleries, public institutions, etc.), professional artists and designers have to negotiate their ideas, practices and outcomes with the institution's physical and organisational circumstances;
- an overview of the several aspects that need careful consideration in this relationship, and with the essential skills to tackle the production of art or design projects with and within such contexts.

Lecturer	Dr. Stefano Riba, e-mail: stefano.riba@unibz.it
Lecturers scientific disciplinary field	Art and design production, art and design exhibition and promotional organisations and possibilities,
Teaching language	English
Office hours	Friday 10-11AM and on appointment
List of topics covered	Art and design production, art and design management, health and safety rules, artists and designers fees, institutional settings (museums, galleries, independent exhibition spaces, etc.), awards-prizes-residencies-

	fellowships-grants-sponsorships possibilities and how to apply, fundraising strategies, loan and authenticity forms.
Teaching format	Frontal lectures, assignments and reviews
Expected learning outcomes	<p>Students will be able to apply knowledge related to:</p> <ul style="list-style-type: none"> - capacity for critical thinking - ability to design artistic productions in the context of a national and international artistic scenario - ability to realise two and three-dimensional artistic concepts - basic knowledge of institutional relations, especially the art sector - knowledge of the cultural arena, in particular, the artistic one - knowledge of artistic practice that allows an efficient approach with cultural producers - flexibility with clients and collaborators - Knowledge of artistic techniques - Knowledge of the social functions of art; - an intuitive and empathetic approach to people. - ability to manage a project (project management); - leadership skills; - capacity for innovation in the framework of a broad understanding of the contemporary cultural arena - the basic knowledge to practice a critical look at their work and to deal with contemporary challenges; - concept, develop, realize a project in the field of product design, visual communication, and/or visual arts; <ul style="list-style-type: none"> - understand the main phenomena that characterize today's society, to be able to observe them critically also in an ethical and social perspective and to elaborate appropriate solutions in regards to the project proposal/answer; - put to good use and to develop what has been learned during the course of studies towards the possible continuation of the own formation with a magistral degree in the field of design or art; - a good autonomy of judgement in the critical evaluation of their work and in their ability to use correct interpretative methods in relation to the contexts in which they will apply their design practice and/or continue their studies, also considering ethical and social aspects; - present at a professional level their own project in the field of product design, visual communication and/or the arts in the form of an installation, orally and in written form;

	<p>- developed a creative attitude and learned how to increase and enhance it according to their own inclinations.</p>
Assessment	<ul style="list-style-type: none"> • <u>Written</u>: Written with exercises given through the semester + a final exercise for the exam.
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<p>No final mark only "passed" or "fail".</p> <p>75% of the attendance is compulsory in order to be admitted to the exam.</p> <p>Achievements will be assessed with regards to the active participation and related discussion around the topics of the studio and the acquisition of transmitted case studies. The final evaluation will be based on punctuality and worth of the realization of the tasks (theoretical or practical) given throughout the semester.</p>
Required readings	<p>Mibact (Italian Ministry of Cultural Heritage and Tourism) guidelines</p> <p>AMACI (Italian contemporary art museum association) guidelines</p> <p>ICOM (International council of museums) guidelines</p> <p>Wage for work guidelines</p> <p>AWI Art Workers Italia manifesto and toolbox</p> <p>Excerpts from from Art Production beyond the Art Market?, edited by Karen Van den Berg, Ursula Pasero, 2013, Sterneberg Press</p>
Supplementary readings	<p>Excerpts from Teoria del lavoro reputazionale. Saggio sul capitalismo artistico, Vincenzo Estremo, 2020, Milieu Edizioni</p>