Course Outline

School / Portfolio: Faculty of Education and Arts
Course Title: PROFESSIONAL PRACTICE
Course ID: GVAGC3202
Credit Points: 15.00
Prerequisite(s): Nil
Co-requisite(s): Nil
Exclusion(s): Nil
ASCED Code: 100399

Program Level:

<table>
<thead>
<tr>
<th>AQF Level of Program</th>
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</thead>
<tbody>
<tr>
<td>5</td>
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</tr>
<tr>
<td>Introductory</td>
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<tr>
<td>Intermediate</td>
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<tr>
<td>Advanced</td>
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<tr>
<td>✓</td>
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Learning Outcomes:

Knowledge:

K1. Appraise basic small business development and management practices as they relate to contemporary and art craft practice
K2. Explore the range and diversity of galleries and market outlets for fine art and applied creative arts
K3. Examine relevant professional organisations, granting bodies and resources for creative practitioners
K4. Appraise approaches to managing and maintaining OHS requirements and risk analysis appropriate to galleries and markets
K5. Explore the business contexts of art galleries

Skills:

S1. Evaluate and critically assess risks and OHS responsibilities in a range of business and market contexts
S2. Create draft funding requests for granting bodies
S3. Identify relevant professional organisations and market outlets for selected creative arts and fine art products
S4. Critically evaluate the appropriateness of a range of business development models and management practices for fine art and applied creative arts marketing
S5. Communicate effectively through effective folio presentation and oral and written communication
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Application of knowledge and skills:

A1. Construct an OHS plan and risk analysis appropriate to market outlets and galleries
A2. Utilise skills and knowledge of core arts business planning methods and locate plans within their broader contexts
A3. Utilise skills and knowledge in planning the curation, marketing and promotion of an arts exhibition.

Course Content:
Topics may include:
- professional associations,
- folio preparation,
- fees and commissions,
- gallery management,
- the function and roles of public, private and artist run galleries,
- catalogue publication,
- curating and conservation,
- art criticism
- intellectual property, copyright and taxation,
- promotion, publicity and press releases
- documenting art works.

Values and Graduate Attributes:

Values:

V1. Appreciate and respect diverse approaches and values within contemporary arts practices
V2. Value the importance of initiative, enthusiasm and commitment
V3. Respect and practise professional and responsible behaviour in creative arts practices
V4. Promote the importance of attention to detail in arts practices
V5. Develop a willingness to explore and take creative risks

Graduate Attributes:

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Brief Description</th>
<th>Focus</th>
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</thead>
<tbody>
<tr>
<td>Continuous Learning</td>
<td>Students develop their abilities to identify and understand professional arts business practices in their broader economic contexts</td>
<td>High</td>
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<tr>
<td>Self Reliance</td>
<td>Students develop skills in independent planning, research analysis, allocations of roles and responsibilities</td>
<td>High</td>
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<tr>
<td>Engaged Citizenship</td>
<td>Students engage with ideas, concepts, debates and perspectives about professional arts practices</td>
<td>Medium</td>
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<tr>
<td>Social Responsibility</td>
<td>Students develop their understanding of ethical and professional codes, roles and responsibilities in professional arts practices</td>
<td>High</td>
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Learning Task and Assessment:
Course Outline

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<table>
<thead>
<tr>
<th>Learning Outcomes Assessed</th>
<th>Assessment Task</th>
<th>Assessment Type</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>K1 S4, S5 A2, A3</td>
<td>Students are required to make an oral presentation supported by a visual presentation</td>
<td>Oral presentation</td>
<td>20-30%</td>
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<tr>
<td>K1-K5 S1-S5 A1-A3</td>
<td>Students are required to complete a series of projects including completing a basic marketing plan for selected art works</td>
<td>Assigned projects</td>
<td>70-80%</td>
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Adopted Reference Style:

Chicago