

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:

| AQF Level of Program | | | | | | |
|----------------------|---|---|---|---|---|----|
| | 5 | 6 | 7 | 8 | 9 | 10 |
| Level | | | | | | |
| Introductory | ■ | ■ | ■ | ■ | ■ | ■ |
| Intermediate | ■ | ■ | ■ | ■ | ■ | ■ |
| Advanced | ■ | ■ | ✓ | ■ | ■ | ■ |

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:

| Attribute | Brief Description | Focus |
|-----------------------|---|--------|
| Continuous Learning | Students develop their abilities to identify and understand professional arts business practices in their broader economic contexts | High |
| Self Reliance | Students develop skills in independent planning, research analysis, allocations of roles and responsibilities | High |
| Engaged Citizenship | Students engage with ideas, concepts, debates and perspectives about professional arts practices | Medium |
| Social Responsibility | Students develop their understanding of ethical and professional codes, roles and responsibilities in professional arts practices | High |

Learning Task and Assessment:

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| Learning Outcomes Assessed | Assessment Task | Assessment Type | Weighting |
|----------------------------|---|-------------------|-----------|
| K1 S4, S5 A2, A3 | Students are required to make an oral presentation supported by a visual presentation | Oral presentation | 20-30% |
| K1-K5 S1-S5 A1-A3 | Students are required to complete a series of projects including completing a basic marketing plan for selected art works | Assigned projects | 70-80% |

Adopted Reference Style:

Chicago