



The University of Southern Queensland

Course Specification

Description: Issues in Professional Development

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
VIS	3000	20931	1, 2003	ONC	1.00	TWMBBA

Academic Group:	FOART
Academic Org:	FOA007
HECS Band:	1
ASCED Code:	100300

STAFFING

Examiner: Sandy Pottinger

Moderator: Charlie Boyle

SYNOPSIS

Graduates in creative arts need an understanding of the issues related to a profession in the arts. This course provides students with an understanding of the commercial, legal and administrative aspects of the profession. Through information and procedures it will prepare the artist and craftsperson to function competently and professionally in a visual arts career. The criteria involved in making sound aesthetic decisions will be reviewed as will the role of art criticism and theory and its relevance to a personal philosophy. The development of a positive personal concept will be encouraged through research and analysis.

OBJECTIVES

Through successful completion of this course students will have:

- an understanding of the role and responsibility of both the artist and the gallery.
- an understanding of the procedures involved in the photography of art work to the high standard required by galleries, journals, and funding bodies.
- a familiarization with the procedures relating to grant application at regional, state, national, and international level.
- acquired an understanding of taxation and its application to the artist.
- developed an understanding of legal issues such as insurance responsibilities, contracts, copyright implications, as pertaining to artists.
- an appreciation of the importance of the use of archivally sound materials, and the conservation and handling of art work.
- an understanding of the financial framework of business in respect to self-employment and marketing as they apply to the artist.
- an awareness of the networks and arts-related organizations in place to assist and advise arts workers in matters of professional development.

- an understanding of curatorial procedures, informed aesthetic decision making, and art criticism as applied to arts practice.
- an understanding and perception of responsibilities and requirements in preparing and mounting an exhibition.

TOPICS

Description	Weighting (%)
1. The role of the Gallery and the Artist: their responsibilities.	10.00
2. Photographing art work: the importance of high quality presentation to galleries, journals and funding bodies.	10.00
3. Applying for grants.	10.00
4. Taxation and the artist.	10.00
5. The legal implications of insurance, contracts, copyright, censorship.	10.00
6. Archival material, framing, handling and conservation of art work.	10.00
7. Curatorial procedures and responsibilities.	10.00
8. Preparing for an exhibition.	10.00
9. The arts network: regional, state, national organizations established to advise and promote artists.	10.00
10. The artist as a self-promoting business.	10.00

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

The following publications by ARTWORKERS ALLIANCE INC., 497 Adelaide Street, Brisbane, Qld, 4000:

1997, *Information Series 4: Artist Residencies for Schools, revised edn*, Queensland Artworkers Alliance, Brisbane.

All Arts related publications from ARTS-LAW, QUEENSLAND.

Arts Administrators & Copyright,

Applying for a Grant,

Australian Copyright Council Practical Guides.

Allen, E J 1992, *Condition Reporting and General Conservation Guidelines for Touring Exhibitions*, NETS, Perth, W.A., 6001, 069.56 ALL.

Arts Council Publications *Health and Safety for Artists*,

Binns, V (ed) 1991, *Community and the Arts*, Pluto Press, Leichardt, NSW, 700.994 COM.

McCann, M 1992, *Artist Beware*, The Lyons Press, New York.

Moore, M 1992, *Principles and Guidelines for Curating a Touring Exhibition*, NETS, Perth, W.A., 6001, 069.56 MOO.

Queensland Artworkers Alliance 1997, *Information Series 1: Brisbane Galleries for Artists*, Queensland Artworkers Alliance, Brisbane, 709.9431.

Queensland Artworkers Alliance 1996, *Information Series 3: Promotion for Artists, revised edn*, Queensland Artworkers Alliance, Brisbane.

Silbert, P, Cannon, J, Bartsch, A, Landre, C 1996, *Go Public, How to Promote Exhibitions, Events and Venues*, Art on the Move, Perth, W.A., 6001, 659.13 WIL.

Simpson, S 1989, *The Visual Artist and the Law*, 2nd edition, Law Book Company, North Ryde, NSW, 344.94097 SIM.

Simpson, S 1989, *Museums and Galleries: A Practical Legal Guide*, Redfern Legal Centre Publishing, Redfern, NSW, 344.94093 SIM.

Stokes, J 1997, *Earning a Living in the Visual Arts and Crafts*, 3rd edition, Hale & Iremonger, Sydney.

Thompson, P, Wallace, J 1994, *Exhibition Installation and Lighting Design*, Art on the Move, Perth, W.A., 6001, 069.5 THO.

Walsh, B (rev.) 2001, *Information Series 2: Competitions and Financial Opportunities for Artists*, Queensland Artworkers Alliance, Brisbane.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Lectures	26
Private Study	126
Tutorial	13

ASSESSMENT DETAILS

Description	Marks Out of	Wtg(%)	Required	Due Date
ASSIGNMENT	40.00	40.00	Y	17 Apr 2003
PROFESSIONAL EXP PROJECT	30.00	30.00	Y	13 Jun 2003 (see note)
REFERENCE/RESOURCE FILE	30.00	30.00	Y	13 Jun 2003 (see note)

NOTES:

- . Further details about the due dates are detailed in the Course Specification.
- . Assessment Description: Reference/Resource File and Tutorial Journal (including Tutorial Preparation and Participation)

ASSESSMENT NOTES

- 1 Students are expected to pass all categories of assessment.

OTHER REQUIREMENTS

- 1 Students are strongly advised to attend classes.
 - 2 Late submissions will be subject to penalty as per Arts Faculty policies, unless certified documentation of extenuating circumstances is submitted.
 - 3 Final grade will be based on cumulative marks as per USQ grading system except when a student does not pass all assessment items satisfactorily in which case an IM grade may be awarded.
-