

**Syllabus**  
**Course description**

<b>Course title</b>	<b>Seminar 1: "Opportunities and Challenges of Art and Design Production"</b>
<b>Course code</b>	97138
<b>Scientific sector</b>	--
<b>Degree</b>	Bachelor in Design and Art (L-4)
<b>Semester</b>	Summer semester 2024/2025
<b>Year</b>	2 <sup>nd</sup> and 3 <sup>rd</sup>
<b>Credits</b>	2
<b>Modular</b>	No

<b>Total lecturing hours</b>	18
<b>Total hours of self-study and/ or other individual educational activities</b>	about 32
<b>Attendance</b>	compulsory - 75% of the attendance is compulsory in order to be admitted to the exam.
<b>Prerequisites</b>	Good English proficiency; interests in the social, economical, political, material structures and conditions of the art and design production; analytical and critical skills; curiosity.
<b>Maximum number of students per class</b>	20

<b>Course description</b>	<p>The course belongs to the class "altro" in the curriculum in Design.</p> <p>The seminar aims to provide helpful knowledge for the introduction into the job market and specific professional knowledge related to the artists and design production, promotion and exhibition. The eight meetings will be monographic, each exploring specific issues, e.g. physical and material issues (durability, conservation, handling, security, shipping); structure of workplaces (museums, kunsthalle, galleries, graphic design studios etc.); bureaucratic and legal issues (contracts, wages, royalties, taxes, rights and duties, work ethics); challenges and opportunities (grants, open calls, applications, residencies, competition, social media, visibility and promotion); presentation (presenting yourself and your work in writing or orally, portfolio building); future (continuing your training, collaborating with/for others, starting your own business); motivation (how to be and stay motivated in a</p>
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	<p>competitive environment) .</p> <p>During the seminar we will examine many case studies, have many live guests and carry out practical exercises with both group and one-to-one review sessions.</p>
<b>Specific educational objectives</b>	<p>The seminar <b>“Opportunities and Challenges of Art and Design Production”</b> will provide useful job-related knowledge consistent with the above course description. Through the meetings students will have acquired:</p> <ul style="list-style-type: none"> <li>• skills necessary to manage a project from the ideation phase to the realisation phase;</li> <li>• a bureaucratic knowledge about health and safety regulations, loan forms, fees, authenticities;</li> <li>• 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;</li> <li>• 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;</li> <li>• a general knowledge on how to effectively participate to applications for awards, grants, residencies, fellowships, etc.</li> </ul>

<b>Lecturer</b>	Stefano Riba e-mail: <a href="mailto:Stefano.riba@unibz.it">Stefano.riba@unibz.it</a> lecturer's website: tbd
<b>Scientific sector of the lecturer</b>	/
<b>Teaching language</b>	English
<b>Office hours</b>	Fridays 10-11 am
<b>List of topics covered</b>	Art and design production, art and design management, health and safety rules, artists and designers fees, institutional settings (museums, galleries, studios, etc.), awards-prizes-residencies-fellowships-grants-sponsorships possibilities and how to apply, fundraising strategies, loan and authenticity forms.
<b>Teaching format</b>	The seminar will be a combination of frontal lectures, group presentations, group discussions, and external visits.

<b>Expected learning outcomes</b>	<b>Disciplinary competence</b>
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	<p>Have acquired basic and useful job-related knowledge related to:</p> <ul style="list-style-type: none"> <li>- ability to design artistic productions in the context of a national and international artistic scenario;</li> <li>- basic knowledge of institutional relations, especially the art sector;</li> <li>- flexibility with clients and collaborators;</li> <li>- an intuitive and empathetic approach to people;</li> <li>- ability to manage a project (project management);</li> <li>- leadership skills;</li> <li>- capacity for innovation in the framework of a broad understanding of the contemporary cultural arena;</li> <li>- the basic knowledge to practice a critical look at their work and to deal with contemporary challenges;</li> <li>- concept, develop, realize a project in the field of product design, visual communication, and/or visual arts;</li> <li>- 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;</li> <li>- developed a creative attitude and learned how to increase and enhance it according to their own inclinations.</li> </ul>
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<b>Assessment</b>	<p><u>Written and oral</u>: 1-2 written exercise(s) given through the semester; 1 final exercise for the exam. Oral discussion on the day of the examination.</p>
<b>Assessment language</b>	<p>The same as the teaching language</p>
<b>Evaluation criteria and criteria for awarding marks</b>	<p>The final assessment is based on the following criteria:</p> <ul style="list-style-type: none"> <li>- quality of the case-study analysis;</li> <li>- active participation and engagement during the seminar;</li> <li>- quality and punctuality in the execution and delivery of the given exercises.</li> </ul> <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>

<b>Required readings</b>	<p>Pdf-s of the lectures</p> <p>Pdf-s with interviews with design and art professionals conducted by the lecturer and the students</p> <p>MiC (Italian Ministry of Culture) and ICOM (International council of museums) guidelines for visual communication in museums</p> <p>AMACI (Italian contemporary art museum association)</p>
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	<p>guidelines for art loans, contracts etc.</p> <p>WAGE for work - Working Artists and the Greater Economy guidelines</p> <p>AWI (Art Workers Italia) manifesto and toolbox</p> <p>AIAP - Associazione italiana design della comunicazione visiva - guidelines and similar other international design associations</p> <p>Gallery Climate Coalition, best practice:  <a href="https://galleryclimatecoalition.org/guidelines/">https://galleryclimatecoalition.org/guidelines/</a></p> <p>Future Materials Bank: <a href="http://www.futurematerialsbank.com">www.futurematerialsbank.com</a></p> <p>Excerpts from Art Production beyond the Art Market?, edited by Karen Van den Berg, Ursula Pasero, 2013, Sterneberg Press</p> <p>Excerpts from Mark Sinclair, Studio culture now (2020), Unit Editions</p>
<p><b>Supplementary readings</b></p>	<p>Experts from Teoria del lavoro reputazionale. Saggio sul capitalismo artistico, Vincenzo Estremo, 2020, Milieu Edizioni</p>