Syllabus

Course Description

Course Title	Seminar 1: Opportunities and Challenges of Art and Design Production
Course Code	97138
Course Title Additional	Opportunities and Challenges of Art and Design Production
Scientific-Disciplinary Sector	NN
Language	English
Degree Course	Bachelor in Design and Art - Major in Design
Other Degree Courses (Loaned)	
Lecturers	Dott. Stefano Riba, Stefano.Riba@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/38680
Teaching Assistant	
Semester	Second semester
Course Year/s	2nd and 3rd
CP	2
Teaching Hours	18
Lab Hours	0
Individual Study Hours	32
Planned Office Hours	6
Contents Summary	The seminar aims to provide helpful knowledge for the introduction into the labour market and specific professional knowledge related to the artists and design production, promotion and exhibition.
Course Topics	The nine two-hour lessons that the seminar is divided into will be based on monographic lessons on specific topics that will vary from time to time. Each class will explore specific issues, e.g. physical and material issues (durability, conservation, handling, security, shipping); structure of workplaces (museums, kunsthalle, galleries, graphic design studios, visual communication

	agencies, 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 competitive environment) . During the seminar we will examine many case studies, have many live guests bringing their experiences, and carry out practical exercises with both group and one-to-one review sessions.
Keywords	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, portfolio presentation, loan and authenticity forms, etc.
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	The seminar will be a combination of frontal lectures, group presentations, group discussions, and professionals invited to present their work and experiences to the class.
Mandatory Attendance	compulsory - 75% of the attendance is compulsory in order to be admitted to the exam.
Specific Educational Objectives and Learning Outcomes	Disciplinary competence Have acquired basic and useful job-related knowledge related to: - ability to design artistic productions in the context of a national and international artistic scenario; - basic knowledge of institutional relations, especially the art sector; - flexibility with clients and collaborators; - 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; - 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; - developed a creative attitude and learned how to increase and enhance it according to their own inclinations.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	During the semester, there will be two written exercises that will contribute to the overall assessment of students. In preparation for the final exam, an additional written exercise will be assigned. It will have to be completed by the deadline set by the professor and then presented orally on the day of the final exam.
Evaluation Criteria	The assessments are based on the following criteria: - quality of the case-study analysis; - active participation and engagement during the seminar; - quality and punctuality in the execution and delivery of the given exercises, including the final one for the exam. No final mark only "passed" or "fail". 75% of the attendance is compulsory in order to be admitted to the exam.
Required Readings	Pdf-s of the lectures Pdf-s with interviews with design and art professionals conducted by the lecturer and the students
Supplementary Readings	MiC (Italian Ministry of Cullture) and ICOM (International council of museums) guidelines for visual communication in museums AMACI (Italian contemporary art museum association) guidelines for art loans, contracts etc.

	WAGE for work - Working Artists and the Greater Economy guidelines AWI (Art Workers Italia) manifesto and toolbox AIAP - Associazione italiana design della comunicazione visiva - guidelines and similar other international design associations Gallery Climate Coalition, best practice: https://galleryclimatecoalition.org/guidelines/ Future Materials Bank: www.futurematerialsbank.com Excerpts from Art Production beyond the Art Market?, edited by Karen Van den Berg, Ursula Pasero, 2013, Sterneberg Press Excerpts from Mark Sinclair, Studio culture now (2020), Unit Editions
Further Information	
Sustainable Development Goals (SDGs)	Gender equality, Partnerships fot the goals, Reduced inequalities, Industry, innovation and infrastructure