Syllabus

Descrizione corso

Titolo insegnamento	Seminario 1: Opportunities and Challenges of Art and Design Production
Codice insegnamento	97138
Titolo aggiuntivo	Opportunities and Challenges of Art and Design Production
Settore Scientifico-Disciplinare	NN
Lingua	Inglese
Corso di Studio	Corso di laurea in Design e Arti - Curriculum in Design
Altri Corsi di Studio (mutuati)	
Docenti	dott. Stefano Riba, Stefano.Riba@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/38680
Assistente	
Semestre	Secondo semestre
Anno/i di corso	2nd and 3rd
CFU	2
Ore didattica frontale	18
Ore di laboratorio	0
Ore di studio individuale	32
Ore di ricevimento previste	6
Sintesi contenuti	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.
Argomenti dell'insegnamento	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.
Parole chiave	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.
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	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.
Obbligo di frequenza	compulsory - 75% of the attendance is compulsory in order to be admitted to the exam.
Obiettivi formativi specifici e risultati di apprendimento attesi	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.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	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.
Criteri di valutazione	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.
Bibliografia obbligatoria	Pdf-s of the lectures Pdf-s with interviews with design and art professionals conducted by the lecturer and the students
Bibliografia facoltativa	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
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Parità di genere, Partnership per gli obiettivi, Ridurre le disuguaglianze, Innovazione e infrastrutture