



ART 70 - Gallery Production/Business of Art

Catalog Description

Transfer Status: CSU
Unit(s): 2.00
Lecture: 25.50 Contact hours/51.00 Out of class hours/76.50 Total hours/1.50 Unit(s)
Lab: 25.50 Contact hours/0.00 Out of class hours/25.50 Total hours/0.50 Unit(s)
Total: 51.00 Contact hours/51.00 Out of class hours/102.00 Total hours/2.00 Unit(s)
Course Description: This course is an introduction to various aspects of operating an educationally directed art gallery including scheduling, lighting, publicity, security, budget, receptions, show themes and reviews. The Butte College Coyote Gallery will function as the class laboratory, and approximately two to three shows will be organized and installed each semester. (Annual student show in Spring semester). In addition, students will learn the business of art in order to be able to successfully compete in the professional market place.

Objectives

- Upon successful completion of this course, the student should be able to:
- 1. Practice the logistics of creating an art gallery including participation in the installation of two to three art exhibits.
 - 2. Organize a show of their own work.
 - 3. Critically evaluate and articulate informed judgments about works of art.
 - 4. Practice, evaluate and observe the partnership of the artist with the viewing public.
 - 5. Reflect on their experiences with contemporary and/or historical art through art exhibits.
 - 6. Develop personal goals as they relate to the art profession and create a functional portfolio.
 - 7. Recognize the necessary criteria and activity for successful participation as a professional in the many facets of art business.

Course Content

Topic Titles / Suggested Time Topic		
Lecture		
Topics		Lec Hrs
Introduction/Orientation		2.00
The Creation of a Gallery		3.00
Planning an Exhibit		3.00
Install Show One		1.00
Install Show Two		1.00
Install Show Three		1.00
General Procedures for Removal of Exhibits		1.00
Future Gallery Exhibits		1.00
Visit Other Galleries		1.00
Budget Consideration		2.00
The Business of Art and Portfolio Development		9.50
Total Hours:		25.50
Lab		
Topics		Lab Hrs
Introduction/Orientation		1.00
The Creation of a Gallery		2.00
Planning an Exhibit		2.00
Install Show One		2.50
Install Show Two		2.00
Install Show Three		2.00
General Procedures for Removal of Exhibits		1.00
Future Gallery Exhibits		2.00
Visit Other Galleries		4.00
Budget Consideration		3.00
The Business of Art and Portfolio Development		4.00
Total Hours:		25.50

Methods of Instruction

- A. Demonstrations
- B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- C. Lecture
- D. Reading Assignments

Methods of Evaluation

- A. Quizzes
- B. Projects
- C. Demonstration
- D. Class participation
- E. Written Assignments
- F. Essays and research papers

Examples of Assignments

Reading Assignments

1. Read the Smithsonian Guidelines for Accessible Exhibition Design. What are the five most important things a gallery would need to do in order to be accessible and ADA-compliant that you can foresee? Develop a rubric with these criteria that we will use as an accessibility report card for the Butte College Art Gallery.
2. Read "A Brief Guide to Art Handling" from the Broad Museum. Prepare a one-paragraph reflection about which pieces of advice were the biggest surprise to you. Using a minimum of 500 words, name at least 3 common sense suggestions that surprised you.

Writing Assignments

1. Option A: Write an artist's statement of your own work for an exhibition at a University Art Gallery. This statement should address your work generally and the specific body of work you are displaying. Option B: You are a curator of a small art museum. Select 3 artists you are interested in and imagine you have curated an exhibition of their work. Prepare an exhibition statement that ties together the work of the three artists. Write a one-page, single-space statement using the questions below: Consider your audience. What is an appropriate level of writing style, artspeak, and references you should provide? What are the major themes and aesthetic qualities you would like to bring to visitors' attention? This is a time for storytelling. Which stories should be revealed to the visitor?
2. Using the template provided, draft a press release for an imaginary art exhibition (could be of your work or an artist/s you admire). Revise your press release to ensure that the language is clear, concise, effective, and exciting. Bring in as many details as possible. Text should not exceed one page.

Out-of-Class Assignments

1. Create a proposal for an art exhibition. Using the format provided by 1078 Gallery, fill in as many details as possible. This can be a potential show of your own work or an artist you admire. Consider as you write that you are proposing this idea, meaning you want to be as enticing as possible, while also writing clearly and effectively.
2. Option A: Use the worksheet provided to track your overhead costs for creating your art. Find the total and split it over the amount of syllable artworks you have available. Then, create your title cards (your basic label information) and include the prices you have determined, which should cover the cost of your operation and markup to receive a profit. Write a brief reflection on this process. What was this like, what feelings came up, and what questions or concerns do you have about the prices you determine? Option B: Use the worksheet provided to create a budget for an exhibition. You should be able to use it and the given information to determine the quantity, prices, and totals for all the items and personnel in the table. Beneath that table once you have it complete, provide a brief explanation and justification for the figures. Why did you need this amount of paint and how did you determine costs? Do this for all the items and personnel, about a sentence or two for each. This is the process for most grant applications!

Recommended Materials of Instruction

Zero Cost Textbook

A Brief Guide to Handling Art (published by The Broad)

https://www.thebroad.org/sites/default/files/2021-06/DAP_toolbox_section_3.pdf

Smithsonian Guide to Accessible Exhibition Design

<https://www.sifacilities.si.edu/sites/default/files/Files/Accessibility/accessible-exhibition-design1.pdf>

Other Learning Materials

A city newspaper, art publication; transportation to local art exhibits; slides

Minimum Qualifications

Art (Masters Required)

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