



APPLIES TO ACADEMIC YEAR 2015/2016

## **KLS 3550 The Art Business: Audience development and social media**

### **Programme**

Bachelor of Arts Management (2. year)

### **Responsible for the course**

Sigrid Røyseng

### **Department**

Department of Communication and Culture

### **Term**

According to study plan

### **ECTS Credits**

7,5

### **Language of instruction**

Norwegian

### **Introduction**

Visual art and cultural history are dealt with through several organizational forms in the Norwegian museum and gallery landscape. There are common characteristics between this industry and theatre, dance and music as regards economic framework conditions and traditions.

In Norway the museum landscape largely consists of museums of visual art, applied art and cultural history. Other museum institutions such as the specialist museums and the university museums also play noticeable roles. These institutions have a number of common interfaces and it is primarily the institutions that deal with contemporary art, art history and cultural history that will be dealt with in the course. The gallery landscape, the biennials and the major exhibitions are in regular contact with the museums, which results in both a renewal of and a challenge to the industry by both private and public players.

An important common characteristic of the enterprises in this industry is their focus on the cultural-historical and/or artistic expression. The financial challenges of the institutions, their need for visitors, and administrative and organizational conditions constitute central aspects of their ability to play an active role in society and the institutional landscape. These aspects, thus, as well as the political framework conditions that form the basis for the growth of the institutions, will constitute fundamental elements of the course.

### **Learning outcome**

#### **Acquired knowledge**

The students are to acquire knowledge of art institutions primarily dealing with visual art, such as galleries, museums and biennials. This includes the organizational form and characteristics of the institutions such as jobs, culture producers and

presentation arenas. Other topics include the history of the institutions, cultural policy, financial challenges and audiences.

#### **Acquired skills**

The students are to be able to analyse such institutions on the basis of internal characteristics. The students are to be able to critically assess the factors shaping and challenging the enterprises in the gallery and museum industry. Based on their knowledge and understanding of the overall organization, its history and framework conditions the students may be a resource for organizations dealing with visual art.

#### **Reflection**

The students are to develop respect and tolerance for artistic attitudes and values in enterprises in the field of visual art, and develop a conscious and professional attitude to working in cultural organizations that do not necessarily have basic commercial view of their activities.

#### **Prerequisites**

No particular prerequisite knowledge is required.

#### **Compulsory reading**

##### **Books:**

Solhjell, Dag og Jon Øien. 2012. Det norske kunstfeltet : en sosiologisk innføring. Universitetsforlaget. 300 sider

##### **Collection of articles:**

Røyseng, Sigrid. 2013. Artikkelsamling til Galleri og museum. Handelshøyskolen BI

#### **Recommended reading**

##### **Course outline**

- National and international industries/sectors: overview, value chains, interaction
- Institutional characteristics, history and production
- Cultural-political conditions
- Financial conditions
- Focus on the artistic and cultural-historical expression
- Research, presentation and the public
- National and international developments
- Internal structures, professional and administrative systems and cooperation
- Ethics

##### **Computer-based tools**

No computer-based tools are used in this course.

#### **Learning process and workload**

The course consists of lectures given by the course coordinator and visiting speakers, as well as lectures in connection with institutional visits.

##### **Coursework requirements**

The students must take four (4) compulsory mini-tests to be answered digitally through It's learning. The tests are to be answered individually and each test will be available for answering for a period of one week. For the coursework requirement to be regarded as completed, three of the four compulsory mini-tests must be approved. The form of assessment is Approved/Not approved. Deadlines for each mini-tests will be provided at the start of the course.

Recommended use of time:

<b>Activity</b>	<b>Hours</b>
Class participation	28
Preparation for classes, self-study	78
Compulsory mini-tests (to be answered through It's Learning)	8
Examination (project paper)	86
<b>Recommended total use of time</b>	<b>200</b>

### **Use of hours**

#### **Coursework requirements**

In order to be allowed to submit the final project paper a minimum of three of the four compulsory mini-tests must have been approved. See "Learning Process and Use of Time".

#### **Examination**

A Project Paper that counts 100 % towards the grade. The Paper may be completed individually or in groups of up to three students.

#### **Examination code(s)**

KLS 35501 – Project Paper counts 100% towards the grade for the course KLS 3550 The Art Business: Audience development and social media, 7.5 credits.

#### **Examination support materials**

In connection with project papers all support materials are allowed.

#### **Re-sit examination**

A re-sit examination is offered every semester.

Students for whom the coursework requirement is not approved may not sit for the examination. This means that they will have to re-take the complete course later.

Students who do not get a Pass for the examination (project paper) or who want to improve their grade have to take a new re-sit examination in connection with a later course.

#### **Additional information**