



IDENTIFYING DATA

Management, the artistic sector and the professional world

Subject	Management, the artistic sector and the professional world			
Code	P01G010V01910			
Study programme	Grado en Bellas Artes			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	1st
Teaching language				
Department				
Coordinator	Buxán Bran, Xosé Manuel			
Lecturers	Buxán Bran, Xosé Manuel Moraza Pérez, Juan Luís			
E-mail	xmbuxanbran@yahoo.es			
Web	http://xmbuxanbran@yahoo.es			
General description	(*)ESTUDO DO CONTEXTO PROFESIONAL XERAL NO QUE SE DESENVOLVE O SISTEMA DA ARTE CONTEMPORÁNEA			

Training and Learning Results

Code	
B1	Communication-management skills.
B2	Communication skills. Ability to present clearly, both orally and in writing, complex problems and projects within their fields of study.
B3	Basic knowledge of the search methods of sources, analysis, interpretation and synthesis.
B6	Teamwork skills.
B7	Ability to join multidisciplinary groups. Ability to cooperate with professionals from different fields.
B10	Heuristic and speculative skills for solving problems and carrying out new projects and strategies of action.
B11	Interpersonal skills, confidence in one's own abilities and resources.
B12	Ability to adapt to new situations.
B15	Awareness of cultural heritage.
C2	Critical understanding of the development of esthetic, historical, material, economic and conceptual values. To analyze the development of art values from a socio-economic and cultural perspective.
C3	Critical understanding of the responsibility to develop the artistic field itself. The social commitment of the artist.
C4	Critical understanding of the performative dimension of art and the social influence of art. To analyze the reciprocal influence between art and society.
C10	Knowledge of Spanish and international cultural institutions and bodies and their functioning (network of museums, exhibitions, biennial shows, etc.).
C11	Knowledge of the norms of conduct regarding royalties and intellectual property rights.
C15	Knowledge of artistic methods that are amenable to being applied to sociocultural projects. To study the methodologies facilitating artistic interventions in the social milieu.
C16	Knowledge of the characteristics of the exhibition and storage spaces and the means of transport of works of art.
C17	Knowledge of the different art agents and their functioning. To identify the different art intermediaries and their functions in the art dynamics and their work methodology.
C18	Basic knowledge of economics and marketing. To analyze and frame artistic activities in a strategic, competition-based context. To establish and maintain commercial relations with clients and/or partners.
C19	Ability to identify and understand art issues. To establish the aspects of art that give rise to creation processes.
C20	Ability to interpret artistic problems creatively and imaginatively. To develop creative processes associated with the resolution of artistic problems.
C21	Ability to understand and evaluate artistic discourses in relation to one's own work. To establish means of comparison to relate one's own personal work with the creative context.
C23	Communication skills. To learn to translate artistic ideas to be able to communicate them.
C24	Ability to present clearly, both orally and in writing, complex artistic problems and projects.

- C26 Skills for analytical (self-)reflection and (self-)criticism in artistic work. Openness to curiosity and surprise beyond practical perception. To develop mental perception beyond the retinal.
- C28 Teamwork skills. Ability to organize, develop and carry out work through application of interaction strategies.
- C34 Ability to work with other professionals, especially with those from other fields. To identify the right professionals to develop one's artistic work successfully.
- C35 Ability to activate a cultural context and/or to change a public or private context. To be able to understand the cultural context to generate initiatives and revitalize a milieu.
- C36 Ability to document artistic production. To use the necessary tools and resources to provide a context for and explain one's own artistic work.
- C37 Ability to identify artistic and/or socio-cultural problems, as well as the determining factors making possible certain artistic discourses. To describe the determining factors that influence artistic creation. Analysis of the strategies of artistic production.
- C39 Ability to determine the most appropriate system of presentation for the specific artistic qualities of a work of art. To acquire skills for the appropriate appreciation of works of art in relation with their milieu and exhibition.
- C40 Self-employment and employment-generation skills.
- C41 Ability to carry out artistic research projects.
- C44 Ability to carry out, organize and manage innovative artistic projects.
- C45 Ability to communicate and disseminate artistic projects.
- C46 Ability to carry out artistic projects with social and media impact. To use means of dissemination of artistic projects with the aim of promoting their social influence.
- C47 Ability to carry out and integrate artistic projects in wider contexts. To develop strategies of dissemination of artistic creation beyond its field of activity.
- C48 Ability to present artistic projects appropriately. To be able to communicate artistic projects in different contexts.
- C49 Interpersonal skills, confidence in one's own abilities and resources for the practice of artistic work.

Expected results from this subject

Expected results from this subject	Training and Learning Results	
(*)Coñecementos básicos sobre o mundo artístico profesional.	B2 B3 B15	C10 C17 C18 C34 C35 C36 C39 C40 C41 C45 C46 C47
(*)Coñecemento básico dos procesos legais na inserción e circulación da obra de arte no contexto social e cultural.		C4 C11 C17 C18
(*)Coñecemento básico da industria cultural e da xestión da arte.		C2 C4 C10 C17
(*)Coñecemento dos axentes e factores que interveñen na exposición da obra de arte.		C16 C17
(*)Coñecemento dos modos de xestión artística e dos seus aspectos legais.		C10 C15 C17
(*)Capacidade básica para a programación e xestión de exposicións.		C37 C39
(*)Capacidade para a inserción de traballos artísticos no contexto social e cultural.		C35 C36 C37 C39
(*)Capacidade para o traballo en equipo con outros axentes e sectores da industria cultural.	B6 B7 B11 B12	C28 C34
(*)Capacidade para adecuar a exposición de obras e proxectos artísticos aos intereses da natureza das obras.		C21 C24 C36 C39

(*)Capacidade de innovar e experimentar na exposición e circulación de obras e proxectos artísticos.		C19 C20 C21 C37 C39
(*)Capacidade para a elaboración de documentos, dossieres e memorias sobre exposición de proxectos.	B1 B2 B3	C23 C24 C36
(*)Capacidade de sensibilización co contexto cultural.	B15	C3 C26 C35
(*)Habilidade para realizar proxectos expositivos de interese social.	B10	C3 C4 C45 C46 C47
(*)Habilidade para a presentación e realización de proxectos expositivos.		C45 C47 C48
(*)Habilidade para comunicar e difundir proxectos concretos.	B3	C44 C45 C49

Contents

Topic	
1. The artist how professional.	1. The artist how authorizing of a well of cultural consumption, social and economic.
2. The production, management and *difusión of the work.	2. The artistic work how capitalist production.
3. Cultural and authorizing agents artistic.	3. Directors of museums, commissioners, coordinators of exhibitions, conservative, critical, cultural journalists.
4. Analysis of the institution *museística.	4. The museum wished and refused. Crisis and revival of the museum.
5. The distinct places of exhibition.	5. Centres *expositivos of different personal and public institutions, foundations, *corporacións, alternative and community spaces.
6. The public and personal collections. The collectors.	6. The meaning to collect. Passion and business. Expose the collected to show and revalidate.
7. The cultural politics.	7. Diversity of personal and public entities and characteristic of the his cultural programmings. Tools used in the his productions.
8. The system of galleries. The fairs. The market of the art.	8. Galleries and economy, the market and the net of fairs how mercantile event.
9. Systems of legitimation and value.	9. The power *lexitimador of gallery, museum, specialized press, commissioner and critical.
10. The public	10. Politics of *merchandising and the value of the public and of the popular.
11. Social and legal aspects.	11. Royalties.
12. New ways of artistic management.	12. Alternative nets, social and community.

Planning

	Class hours	Hours outside the classroom	Total hours
Studies excursion	8	20	28
Project based learning	8	20	28
Lecturing	10	0	10
Case studies	10	18	28
Laboratory practice	10	18	28
Essay	2	12	14
Portfolio / dossier	2	12	14

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Studies excursion	Study in the original context of spaces *expositivos in operation.
Project based learning	Development of cultural productions in the that show the authorizing and professional profile.
Lecturing	Description and comment of the status quo of the current artistic system and of the agents and structures that compose it.
Case studies	Finding, evaluation and analysis of agents, structures and other present elements in the contemporary artistic system.

Personalized assistance	
Methodologies	Description
Case studies	*Analyse Of the work of the student pole professor and subsequent review with the students
Studies excursion	Put in common of the experiences and impressions between students, professional of the centre visited and professor.
Project based learning	*Analyse Shared with the student of all the phases of the his personal project of creation of one Work of Artistic Management.
Lecturing	Reflection and debate *mútuo around the contained inserted in the sessions *maxistrais.
Tests	Description
Laboratory practice	Tracking and *analyse shared of the proofs developed pole/to student.
Essay	Critique and attention customized it each *proyecto and work realized pole student.
Portfolio / dossier	Review shared of the memory/ folder/ dossier and *mails the *exercizos realized pole/to *estudiante.

Assessment				
	Description	Qualification	Training and Learning Results	
Studies excursion	*Asisitencia And *participacion in visits	5	B6 B7 B12 B15	C2 C3 C4 C10 C11 C15 C16 C17 C18 C19 C28 C34 C35 C36 C37 C39
Project based learning	Evaluation of the project in originality, resolution and methodology.	20	B2 B10 B11 B12 B15	C2 C3 C4 C10 C11 C15 C16 C17 C18 C19 C20 C21 C23 C24 C26 C28 C34 C35 C36 C37 C39 C40 C41 C44 C45 C46 C47 C48 C49

Lecturing	Assistance and participation.	5	B1 B3 B7	
Case studies	Evaluation of the project in originality, resolution and methodology.	30	B2 B10 B11 B12 B15	C2 C3 C4 C10 C11 C15 C16 C17 C18 C19 C20 C21 C23 C24 C26 C28 C34 C35 C36 C37 C39 C40 C41 C44 C45 C46 C47 C48 C49
Laboratory practice	Capacity to dive and develop artistic practical proofs of management.	25	B2 B11 B12 B15	C2 C3 C4 C10 C11 C15 C16 C17 C18 C19 C20 C21 C23 C24 C26 C28 C34 C35 C36 C37 C39 C40 C41 C44 C45 C46 C47 C48 C49
Essay	Design, critical originality and resolution.	10		

5	B1	C2
	B2	C3
	B3	C4
	B10	C10
	B11	C11
	B12	C15
	B15	C16
		C17
		C18
		C19
		C20
		C21
		C23
		C24
		C26
		C28
		C34
		C35
		C36
		C37
		C39
		C40
		C41
		C44
		C45
		C46
		C47
		C48
		C49

Other comments on the Evaluation

Proofs of *avaliaci3n of extraordinary announcements

Sources of information**Basic Bibliography****Complementary Bibliography**

BELLIDO GANT, M^a Luisa, **Arte, museos y nuevas tecnologías**, Trea, 2003

ALONSO FERNÁNDEZ, Luis, **Museologia, Introducci3n a la teoría y práctica del museo**, Istmo, 1993

BOLAÑOS, María, Ed., **La memoria del mundo. Cien años de museología 1900-2000**, Trea, 2002

DANTO, Arthur C., **Después del fin del arte.**, Paid3s, 1999

HERNÁNDEZ HERNANDEZ, Francisca, **El museo como espacio de comunicaci3n**, Trea, 2001

HOOPER-GREENHILL, Eilean, **Los museos y sus visitantes.**, Trea, 2000

VALDES SAGÜES, M^a del Carmen, **La difusi3n cultural en el museo**, Trea, 1999

Recommendations**Subjects that continue the syllabus**

Anthropology: Anthropology of art/P01G010V01101

Subjects that are recommended to be taken simultaneously

Art and social space/P01G010V01901

Subjects that it is recommended to have taken before

Art and contemporary culture/P01G010V01601