

Art Heritage Management

Code: 100557
ECTS Credits: 6

Degree	Type	Year	Semester
2500239 Art History	OT	3	0
2500239 Art History	OT	4	0

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

Have knowledge about art history, heritage, museology and museography

Objectives and Contextualisation

Subject designed to give knowledge and tools to students towards the management of cultural heritage in general and artistic in particular.

Learning objectives of the subject:

1. Categorize and know the functions developed by each of the professionals involved in the management of artistic heritage.
2. Facilitate elements that lead to reflection on models of management of artistic heritage in the current social context.
3. Posing ways to solve possible problems that may arise in the development of professional activity, within the scope of the management of artistic heritage: curators, technicians, managers and mediators.
4. Introduce basic notions of advertising and communication.

Learning outcomes

1. Analyze basic concepts of museology and museography
2. Analyze the creators of an artistic phenomenon in a specific cultural context.
3. Analyze current or past debates on management, conservation, restoration and documentation systems of artistic heritage.
4. Analyze the receptors of an artistic phenomenon in a specific cultural context.
5. Analyze artistic ideas about an artistic phenomenon in a specific cultural context.
6. Apply iconographic knowledge to the reading of the artistic image
7. Apply the international, state and regional legal provisions and principles related to the management of artistic heritage.
8. Search, select and manage information autonomously both in structured sources (databases, bibliographies, specialized journals) and in information distributed on the network

9. Comment orally an artistic image using the appropriate terminology
10. Contrast the different legal frameworks applicable to a practical case of management, documentation and conservation of artistic heritage.
11. Apply iconographic knowledge to the reading of the artistic image
12. Apply the international, state and regional legal provisions and principles related to the management of artistic heritage.
13. Search, select and manage information autonomously both in structured sources (databases, bibliographies, specialized journals) and in information distributed on the network
14. Comment orally an artistic image using the appropriate terminology
15. Contrast the different legal frameworks applicable to a practical case of management, documentation and conservation of artistic heritage.
16. Coordinate work teams, developing conflict resolution and decision making skills
17. Design and implement education programs in different areas of art history.
18. Design temporary and permanent exhibition programs including the programming of pedagogical activities for school and family audiences
19. Design a museographic program.
20. Design, produce, disseminate and commercialize a cultural product.
21. Prepare catalog cards and inventory of architectural or artistic heritage.
22. Encourage creativity and encourage innovative ideas.
23. To expose the proper concepts of the history of art.
24. Identify the main and secondary ideas and express them with linguistic correctness
25. Participate in debates on historical facts respecting the opinions of other participants.
26. Plan and apply museum projects and programs, using the knowledge acquired about museology.
27. Produce a project for management and conservation of artistic heritage
28. Write artistic expertization reports.
29. Write memories of restoration of architectural and artistic heritage.
30. Know how to effectively expose the knowledge, orally and in writing.
31. Use the knowledge acquired in the development of files, reports and opinions related to the conservation, documentation and dissemination of artistic heritage (cataloging and inventory, memories of restoration, artistic expertise).

Competences

Art History

- Demonstrating they have basic knowledge of museology and museography, as well as the current problems about conservation and restoration of artistic heritage.
- Designing, producing and spreading management projects of artistic heritage.
- Developing critical thinking and reasoning and communicating them effectively both in your own and other languages.
- Organising educational projects in various levels of the learning of Art History, applying the instrumental knowledge related to the discipline.
- Organising the curator of exhibitions of permanent and temporal nature.
- Producing innovative and competitive proposals in research and professional activity.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.

Learning Outcomes

1. Analysing basic concepts of museology and museography.
2. Analysing ideas about an artistic phenomenon in a given cultural context.

3. Analysing the creators of an artistic phenomenon in a specific cultural context.
4. Analysing the current or past debates about management, conservation, restoration and documentation systems of the artistic heritage.
5. Analysing the recipients of an artistic phenomenon in a specific cultural context.
6. Applying the arrangements and international, state and autonomic principles related to the management of the artistic heritage.
7. Applying the iconographic knowledge to the reading of artistic imagery.
8. Autonomously searching, selecting and processing information both from structured sources (databases, bibliographies, specialized magazines) and from across the network.
9. Communicating orally an artistic imagery using the appropriate terminology.
10. Contrasting the various legal frameworks of the artistic heritage.
11. Contrasting the various legal frameworks that can be applied to a practical case of management, documentation and conservation of the artistic heritage.
12. Coordinating working teams, developing conflict resolution and decision making abilities.
13. Designing a museographic programme.
14. Designing and applying education programmes in the different fields of Art History.
15. Designing programmes of temporal and permanent expositions, including the programming of activities of educational nature for school and family audiences.
16. Designing, producing, disseminating and commercializing a cultural product.
17. Drawing up reports of artistic specialisation.
18. Drawing up restoration reports of the architectonic and artistic heritage.
19. Efficiently presenting knowledge in oral and written form.
20. Encouraging creativity and fomenting innovative ideas.
21. Engaging in debates about historical facts respecting the other participants' opinions.
22. Explaining the specific notions of the History of Art.
23. Identifying the main and secondary ideas and expressing them with linguistic correctness.
24. Planning and applying museographic projects and programmes, using the acquired knowledge about museology.
25. Producing a project of management and conservation of the artistic imagery.
26. Producing catalogue sheets and inventory of the architectonic or artistic heritage.
27. Using the acquired knowledge in the elaboration of files, reports and rulings related to the conservation, documentation, and dissemination of the artistic heritage (cataloguing, inventory, restoration reports, artistic specialisation).

Content

Introduction to the analysis of historical-artistic heritage management models from the end of the 20th century until today. It offers basic information on the management of cultural heritage in each of the different levels of public administration and the different areas of the private sector. The legal principles are presented to apply the best management model in each case. This subject is structured to give tools to students to develop a critical and analytical spirit.

The theoretical classes will be combined with practical examples and a couple of outputs will be made to institutions and / or companies responsible for the management of artistic heritage, where the responsible will explain the management model they carry out in their company. The procedures and protocols to follow in the management of historical-artistic heritage will be described based on the official documentation required in our country. The student will work in group a management project proposal, which must be presented and defended orally in class.

BLOCK I

1. Introduction. Definition of concepts. Reflections on the management of artistic heritage in the current social context of the 21st century. Instruments for the protection of cultural assets: inventories and catalogs.

BLOCK II

2. Historical-artistic heritage management. Legal competences of the different public administrations. Policies and models of management of cultural heritage. Product creation, communication, marketing and advertising. Exploitation of rights and markets.

BLOCK III

3. Financing models. Subsidies Crowding. Contracts-program.

Methodology

The type of teaching is face-to-face and the students must carry out continuous work throughout the course. The magisterial sessions, the visits to the companies, the practices of classroom, the obligatory reading and the tutorías in group or individual will serve to direct the learning of the contents and the competitions.

The teacher Teresa Blanch Bofill will make available to the students materials of the subject to develop some debates and initiatives of general participation.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Autonomous student work	36	1.44	4, 6, 11, 14, 15, 16, 20, 23, 24, 25, 17
Master classes	40	1.6	1, 4, 6, 8, 11, 10, 12, 13, 16, 24, 25, 27
Type: Supervised			
Data research with new technologies.	12	0.48	11, 12, 20, 24, 27
Technical visits to artistic heritage institutions and professionals of the sector with the teacher	15	0.6	1, 5, 8, 24
Type: Autonomous			
Team work	47	1.88	8, 12, 20, 17, 18, 19

Assessment

Continuous assessment. Percentage of each part:

10%: attendance and participation in classes, tutorials and seminars.

20%: visits to cultural institutions

20%: written exercises (work and review of mandatory readings ...).

50%: Group work.

- The delivery of a written exercise (any work or test of control) involves an "act of presence" in the subject and, therefore, excludes the option of "not presented" in the final grades.

- During the re-evaluation period, there is only the possibility of repeating the test or written exam tests carried out throughout the course.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Individual written tests	40%	0	0	1, 3, 4, 5, 2, 7, 6, 8, 9, 11, 10, 12, 14, 15, 13, 16, 26, 20, 22, 23, 21, 24, 25, 17, 18, 19, 27
Participation in class, visits to artistic heritage institutions and professionals from the sector	20%	0	0	3, 5, 2, 12, 13, 22, 21, 24, 25
Written exercises	40%	0	0	1, 3, 4, 5, 2, 8, 9, 11, 10, 12, 15, 13, 16, 26, 21, 24, 25, 18, 27

Bibliography

COMPULSORY READINGS

- Dossier of readings that refer to the agenda.
- Pending to determine

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