

Art Criticism and Diffusion

Code: 43009
ECTS Credits: 10

| Degree | Type | Year | Semester |
|--|------|------|----------|
| 4313768 Analysis and Management of the Artistic Heritage | OT | 0 | 2 |

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

Name: Jaime Vidal Oliveras

Email: Jaime.Vidal@uab.cat

Use of Languages

Principal working language: catalan (cat)

Teachers

Marina Carbonell Ferrando

Jaime Vidal Oliveras

Nuria Llorens Moreno

David Gutierrez Torres

Valentín Roma Serrano

External teachers

Inés Martínez-Ribas

Jesús Galdón

José A. Aristizábal

Txema Romero

Prerequisites

Any

Objectives and Contextualisation

Make contemporary art visible: criticism and exhibition curating. This module is presented as a workshop on art criticism focused on curating and management of art exhibitions. The module contains theoretical sessions on the one hand (seminar where professionals contribute their own experience analyzing concrete projects and on the other hand, practical project. This project consists in the joint design and development of an exhibition project with material from the artistic, documentary or heritage collection of the UAB. The exhibition will take place in the exhibition space of the UAB and will be opened to the public at the end of the course.

Competences

- Be familiar with the resources and skills that a professional art historian or artistic heritage specialist needs and develop the ability to meet the challenges involved in the care, study and management of the artistic heritage.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Discriminate between important research and dissemination of culture.
- Explore new interdisciplinary strategies for art historians' career development.
- Find links between concepts and knowledge in different areas of art history that previously had not been observed.
- Honestly and realistically evaluate the rigorousness of one's own work.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Reconstruct and critically analyse the positions of the principal current researchers into the artistic heritage, using their characteristic categorisations and vocabulary.
- Show mastery of language, expression and rhetorical devices in the preparation and presentation of research projects and professional tasks.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Systematically assimilate and synthesise the information that is of the greatest importance for research and professional practice.
- Transfer historical and artistic research to society.
- Understand the analysis methods used in research into the artistic heritage, and art theory and history.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
- Work in interdisciplinary teams. Master the use of language, expression and rhetorical resources in drawing up and delivering presentations on research, projects and professional tasks.

Learning Outcomes

1. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
2. Differentiate between the various systems for disseminating the artistic heritage in museums, foundations and art centres. Apply some of the above.
3. Discriminate between important research and dissemination of culture.
4. Honestly and realistically evaluate the rigorousness of one's own work.
5. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
6. Know and analyse the main currents in the making of documentaries on art.
7. Know and analyse the main currents within art criticism at present.
8. Know and apply the analysis methods of art critics for audiovisual sectors related to art documentaries and online art exhibitions.
9. Make links between art criticism and dissemination and other information and developments presented during the master's programme.
10. Make links between knowledge of art history and computer and audiovisual technology.
11. Show mastery of language, expression and rhetorical devices in the preparation and presentation of research projects and professional tasks.
12. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
13. Systematically assimilate and synthesise the information that is of the greatest importance for research and professional practice.
14. Understand the work of art critics.
15. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
16. Work in interdisciplinary teams. Master the use of language, expression and rhetorical resources in drawing up and delivering presentations on research, projects and professional tasks.
17. Write an art critique or a critique of an online exhibition.

Content

Criticism, curating and dissemination of art

Program

1. Presentation of the module. The ecosystem of art and the functions and models of art criticism. From art criticism to curating.
2. Notion and practice of the curator I. Valentín Roma (UAB and Director of La Virreina Centro de la Imagen).
3. Notion and practice of the curator II. Ricard Bru (UAB and independent curator).
4. Notion and practice of the curator IV. David G. Torres (UAB and independent critic and curator).
5. Presentation, correction and collective debate of the critical comments of the students
6. Delivery of the exhibition project. Jaume Vidal Oliveras.
7. Synthesis of the various exhibition scripts. Proposal of order. Start of the loan application for parts, authorization and insurance.
8. Communication and dissemination. Inés Martínez-Ribas (Independent communication consultant).
9. Proposed assembly. Debate. Jaume Vidal Oliveras and Jesús Galdón.
10. Follow-up exhibition. Process closure. Texts, web materials, press dossier. Requests, procedures and insurance.
11. Exposure tracking. Process closure. Jaume Vidal Oliveras and José A. Aristizabal..
12. Filming art: a journey through the art documentary, its typologies and functions I. Nuria Llorens (UAB) ..
13. Transfer of pieces, registration and assembly of the exhibition. Jaume Vidal Oliveras and Jesús Galdón.
14. Strategies and administrative procedures in the management and production of exhibitions. Txema Romero(D
15. Preparation and exhibition of virtual exhibitions I. Marina Carbonell (Library Service UAB).

Methodology

This module is conceived as a workshop of art criticism and curatorial, which contains both theoretical sessions or seminars as a series of practices. During the class period of the module, the student will have to visit a series

and write the corresponding critical commentary. And he will also have to design and elaborate in common an e)

on the graphic press with material from the General Newspaper Library of the UAB. The exhibition will take place

Hall of the UAB and will be open to the public at the end of the course

Activities

| Title | Hours | ECTS | Learning Outcomes |
|--------------------------------------|-------|------|--------------------------|
| Type: Supervised | | | |
| Preparation of an exhibition project | 12 | 0.48 | 4, 8, 11, 5, 12, 1, 16 |
| Type: Autonomous | | | |
| Visit to exhibitions | 12 | 0.48 | 4, 14, 7, 8, 17, 9, 5, 1 |

Assessment

The student will visit exhibitions and write art reviews and will carry out an exhibition project (30%) that will agree

In addition, it will be valued the class attendance and active participation

OBSERVATIONS:

The passing of the exam and the realisation of all exercises will be necessary to pass the subject. No deliveries will be accepted outside the agreed deadlines. The minimum grade to average is 4 in each test, as long as the final grade is 5.

REVIEW: at the moment of realisation of each activity evaluative, the teacher will inform the students of the procedure and date of review of the qualifications

RECOVERY: those students who do not pass any of the tests with a grade lower than 4 or do not deliver in due time will only have to recover the part not approved or not presented

PLAGIARISM AND IRREGULARITIES: in the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

VIRTUAL TEACHING: In the event that the tests and the course cannot be taken onsite, they will be adapted to an online format made available through the UAB's virtual tools (original weighting will be maintained).

Homework, activities and class participation will be carried out through forums, wikis and/or discussion on Teams, etc. Lecturers will ensure that students are able to access these virtual tools, or will offer them feasible alternatives.

Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|---|-----------|-------|------|---|
| Class attendance and active participation | 20 % | 25 | 1 | 5, 12, 15 |
| Projects and individual texts | 30 % | 75 | 3 | 4, 14, 6, 7, 8, 3, 2, 11, 17, 10, 9, 5, 12, 1, 13, 15, 16 |
| Student exhibition project supervised by the module coordinator | 50% | 126 | 5.04 | 4, 3, 11, 5, 12, 1, 15, 16 |

Bibliography

The bibliography corresponding to the Module will be offered in class