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ARTS 1301: Professor Novak

MUSEUM PROJECT TEAMS ASSIGNMENT (10% of GRADE)

For this assignment, your group runs an art museum called "The Pearl" and are planning an exhibition for January-May 2021. Exhibitions are:

Spiritual Beliefs

The Cycle of Life

Love and Sex

Body, Gender and Identity

Individual and Cultural Identity

Power

For the project, you will:

- have meetings as small groups in class to plan your exhibition
- make group presentation in class, and answer questions from "the Board of Directors" (other students & professor)
- turn in 400 word (minimum) written report on Canvas, due by next class day after your group makes its presentation

Each person will speak at least 5-7 minutes, giving "highlights" and key points from your report. You do not prepare Powerpoint or other presentations; I will have color copies of all your artworks for your team (Exhibit Designer will also have a "floor plan" to use).

You plan and present as a team, but YOUR grade will be for YOUR presentation and YOUR written report. Groups will present in this order: Curator first; then Museum Educator, Exhibit Designer, Development Director, Marketing and Promotions Director and Collections Manager. (All groups will not necessarily have all jobs filled). Outside sources other than textbook not permitted; **focus is on YOUR thoughts and ideas, not sources. Use the art, and information about the art, as key/focal points of your presentation!**

To Do (Assignment for Each Job)

Curator: Curators select and research art from museums' "permanent collection" and from other lenders (private owners, other museums, etc.) to "curate" (organize and plan) exhibitions. For report:

- Read in the textbook (or online) about all the art on "art checklist" for your chapter
- Develop/present exhibition title & theme/storyline of exhibition
- Select the 5 artworks you think are most important in the exhibition
- Tell us at least 2 facts and at least 1 opinion about each of 5 artworks (from textbook, online, other), and how these artworks fit into bigger theme/storyline

Museum Educator: Educators help public and visitors learn about museum's art and exhibitions.

For report:

- Read in the textbook (or online) about all the art on "art checklist" for your chapter
- Select the 5 artworks you think best help visitors learn about the exhibition; tell us why
- Then, select one artwork for each of below groups/kinds of visitors, tell us how you will use that art with that group, and what you want them to learn from that artwork and the overall exhibition:

3rd grade school groups

15-25 year-olds

Groups of grandparents

(Examples could be: 3rd graders doing craft projects based on an artwork; happy hours for 25-year-olds while somebody shows them how to make the same kind of beer shown in a painting; a trip to France for grandparents to see where the artists painted, etc.).

Exhibition Designer: Exhibit designers work with curators to plan how exhibition will be “installed” and shown in museum. For report:

- Read in the textbook (or online) about all the art on “art checklist” for your chapter
- Select the 5 artworks you think are visual “stars” of the exhibition and tell us why & how
- Develop/present exhibition plan (floor plan from me) including where the 5 pieces of art are located
- Exhibition plan also includes:
 - Wall/paint colors
 - Ideas to showcase art
 - Lighting plan (ask professor for help)
 - Where/what kind of signs and labels will be used (called “didactics”)
- Tell us how your exhibition plan helps viewers understand theme/storyline of exhibition

Development Director: Development directors raise money to help pay for exhibitions and museum expenses. For report:

- Read in the textbook (or online) about all the art on “art checklist” for your chapter
- Select the 3 artworks you think will be most helpful in raising money, tell us specifically what about these artwork/artists makes them helpful
- Select the 2 artworks you think will be the biggest problems when raising money, tell us why (Examples of potential problems: nudity, painting is hard to explain, etc.)
- Give “Board of Directors” (us!) 2-minute “pitch” why we should give money to support the exhibition AND what to tell our friends when we ask them for money for the exhibition

Marketing and Promotions Director: Promote and encourage visitors/groups to visit museum and exhibitions. For report:

- Read in the textbook (or online) about all the art on “art checklist” for your chapter
- Select 1 artwork you think is “star” of exhibition; tell us why, & how you will use it to promote the exhibition in digital, print, video, etc.
- What is your “hook”; how will you use the art, stories about the art, etc., to get visitors in the door?
- Select 4 other works of art, and develop a promotional item or activity for each, based on the art (Example: artwork has painted of glass drinking cup from 1700s, have local glassblower make 10 copies, have special events for visitors, draw raffle tickets and give 10 copies away to winners)
- What is the hardest part in “selling” your exhibition, and getting visitors in?

Collections Managers. Collections managers (also called “registrars”) keep the artwork safe, and oversee caring for the physical objects (called “conservation”), shipping art to/from the museum, handling and installing the art, insurance for art, and other safety responsibilities For report:

- Read in the textbook (or online) about all the art on “art checklist” for your chapter
- Select 2 artworks you think will be hardest to pack and ship to the museum, what specifically about the artwork makes them risky, and what you think will be the best plans for safe shipping of these
- Select 2 other artworks you think will be hardest to “install” (set up in the exhibition), what specifically about the artwork makes them risky, and what you think would be the best plans for doing this safely
- Select 1 work of art you think will be amazing to see and handle in person, describe how it appears to be made, and what you think you will see?
- Describe any other “art safety” issues you think you may have to deal with with your art and your exhibition



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