

University of Arkansas - Fort Smith
5210 Grand Avenue
P. O. Box 3649
Fort Smith, AR 72913-3649
479-788-7000

General Syllabus

ART 3953 Art Collecting and the Business of Art

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite(s): Junior Standing or consent of instructor or department head.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description

Explores the history of art collecting and display as well as historic and current approaches to the business of art. Discusses different types of art organizations (both profit and non-profit), how they are run and governed, and what makes an effective leader in the art world. Basic business planning is also included.

B. Additional Information

This course will both fulfill one of the required upper-level courses for Studio Art majors/minors, as well as Graphic Design majors. It will also fulfill one of the upper-level electives required for the Art History minor. Students do not need to be Studio Art majors/minors or an Art History minor to take the course but they do need to have Junior standing. This course may be of particular interest to students interested in management and leadership.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Identify and describe the historical development of art collecting and display.
2. Identify and analyze different types of art organizations, their structures, and missions.
3. Identify and describe different approaches to and opportunities for working in the visual arts.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills**Critical Thinking**

Students will analyze the different historical, economic, cultural, and religious issues that shaped the history of art collecting and display. They will analyze issues affecting visual arts institutions/organizations in the current marketplace. Students will assess and revise research-in-progress and to the end of creating comprehensive visual presentations.

Communication Skills (Written & Oral)

Students will make a written argument through written projects. Students will use critical “vocabularies”—including those pertaining to art history, museums, galleries, and art management. They will be able to successfully articulate their ideas and pertinent information through class discussion and a seminar report.

III. Major Course Topics

- A. History of Art Collecting and Display
- B. Different types of visual arts organizations (profit and non-profit), their organization and governance, as well as their missions
- C. Effective entrepreneurship in the current art marketplace
- D. Effective leadership in the art world
- E. Basic business planning