

## CULTURAL ANTHROPOLOGY AND ART

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### ANNOTATION

The course focuses on the museums and art galleries management and all other specifics related to this. The content of the lectures is aimed to provide students with complex information about the art management with emphasis on the institution of art museums and galleries. In this course, students will gain insight into the art management not only in the terms of art history, but also from the managerial and economical point of view.

### SYLLABUS 2

- The lectures of the second semester follow and deepen the knowledge of students from the previous one and the issues are discussed in depth.
- In the second semester, students must write a term paper in which they must work with terms which they studied in the first semester. Students can choose from the following topics: dramaturgy of a chosen art museum / gallery, a building of a chosen art museum / galleries, reviews on a specific exhibition / exposition. The evaluation includes a presentation of the semester work in the lecture. Students must present their intent and content of their term paper in 5 minutes.
- The first lectures are devoted to an important activity and that is curating, registry and management of collections. Students are familiar with the historical development of this profession and the current forms of curatorial work. Students are also familiar with what curatorship involves and important personalities from curatorship (both home and abroad) are discussed.
- Following lectures focus on the relationship between art museums / galleries and the visitor, i.e. segmentation of visitors; how to work with visitors, how to enable the access to the institution to visitors with special needs. Within this topic, attention is paid also to learning in the museum, motivation of museum visits.
- With the theme of visit rate is closely related PR and marketing of art museums / galleries. To this topic is dedicated just one lecture focusing on the specifics of PR in art museums and galleries, museum publications and marketing aids and marketing, mainly for the reason that students have a separate subject devoted to arts marketing.
- An individual lecture is devoted to museum buildings. The most interesting museum buildings are discussed from architectural point of view. With this theme is also linked the current trend the so called Superstar museums, which establish their branches and have buildings of world-famous architects. Insights on important art collections and art history in international context.
- In the second semester, strong emphasis is put on the organization of an art exhibition and is discussed the whole process of museum and gallery exhibitions from the idea through implementation to follow-up evaluation of the exhibition.
- Last but not least, in the second semester, students will be given detailed information about collection activities and the types of collections.
- ♣ Excursion to an art institution.

**Requirements:**

- 20% active participation at lectures
- 20% term paper
- 10% presentation of the term paper
- 50% test – a combination of multiple choice questions and open-ended questions

**Overall fulfilment**

- 0-59 failed
- 60-74 well done
- 75-89 very well
- 90-100 excellent