

Liverpool John Moores University

Title: PROFESSIONAL PRESENTATION
Status: Definitive
Code: **6511FA** (115967)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: St Helens College

Team	Leader
Jagjit Chuhan	Y

Academic Level: FHEQ6
Credit Value: 36.00
Total Delivered Hours: 144.00
Total Learning Hours: 360
Private Study: 216

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	15.000
Off Site	15.000
Practical	72.000
Seminar	15.000
Tutorial	15.000
Workshop	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS2	Exhibition	20.0	
Reflection	AS4	Evaluative statement (2000 words)	30.0	
Presentation	AS3	Oral presentation (15mins.)	30.0	
Portfolio	AS1	A presentation pack (CV, artist statement)	20.0	

Aims

The aims of this module are to;

synthesise established practical and theoretical skills to support a range of presentation forms and exhibition techniques to present artwork to a professional standard.

analyse and synthesise information about personal practice and to make a verbal presentation, identifying artistic strategies and goals.

evaluate the Painting Honours Project stating references, influences, intentions, development and outcomes.

extend and apply aesthetic principles and judgements to make a portfolio of presentation and publicity material.

Learning Outcomes

After completing the module the student should be able to:

- 1 evidence a clear understanding of the principles of selection, presentation and promotion of artworks for exhibition.
- 2 demonstrate an understanding of the practice of producing publicity materials.
- 3 formulate a creative and coherent methodology in the completion of the evaluative handout.
- 4 communicate and professionally present work in a variety of forms.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Exhibition	1
Evaluative statement	2
Oral Presentation	3
CV, Artist statement	4

Outline Syllabus

The curriculum will include:

Initially lectures will set guidelines, suggest the scope and facilitate in the progression of your exhibition and presentation.

Subjects will include:

Presentation of 2D works

Publicity and promotional materials

Recording and photographing artwork

Writing statements

Tutorials will provide considerable individual support in the formulation of your presentation, evaluation and project plans. You will identify the resources you require

and these will be made available according to your needs.

Learning Activities

You will be introduced to the principles of professional practice through an initial lecture programme. Workshops will be used to further develop knowledge of professional practice in a fine art painting context. Workshop and practical activities will be underpinned by individual tutorial guidance through to the completion of the module. This module will be supported by visits to Tate Gallery, Liverpool.

References

Course Material	Book
Author	Clifton-Mogg, C. & Feetham, P.
Publishing Year	1998
Title	Displaying Pictures
Subtitle	
Edition	
Publisher	Michael Beazley
ISBN	

Course Material	Book
Author	Andriese, P.
Publishing Year	1996
Title	Art Gallery Exhibiting
Subtitle	
Edition	
Publisher	Uigeveri de Baile
ISBN	

Course Material	Book
Author	Nairn, S. & Greenberg, R.
Publishing Year	1995
Title	Thinking about Exhibitions
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Course Material	Book
Author	Self Presentation Skills
Publishing Year	1991
Title	Self Preservation Skills
Subtitle	

Edition	
Publisher	McMillan
ISBN	

Notes

This module will build on the lecture series from Career, Studio and Gallery Practice (5508FA) in level 5.

Formative reviews and tutorials will take place at scheduled times during the module to allow appropriate feedback.

For assessment completion of a presentation pack to include a CV and artist's statement; an exhibition of presented artwork to a professional standard; an oral presentation (15mins.) that includes a presentation handout of 500 words and an analytical, evaluative statement (2,000 words) that records the process, development and conclusions of your Honours Project.