SYLLABUS

1. Course title:

Exhibitions of art works. Course: Organization of exhibition promotional activities

2. Code:

OEAW

3. Cycle of study:

1

4. ECTS credits:

2

5. Type of course:

(●) Mandatory ( ) Elective

6. Prerequisites:

Filled preexamination obaveze- semester examinations of work

7. Class restrictions:

Undergraduate students Department: Production

8. Duration / semester:

1 8

9. Weekly contact hours:

9.1. Lectures: 1

9.2. Seminars: 1

9.3. Laboratory/Practice classes: 0

10. Faculty:

Academy of Dramatic arts

11. Department/study program:

Production

12. Lecturer:

dr.sc. Maja Hrvanović, doc.

13. Lecturer's e-mail:

maja.hrvanovic@untz.ba

14. Web site:

www.ff.untz.ba

15. Course aims:

1. The objective is to train students for independent research work in the field of exhibition activities
2. Indicating the advantages of interdisciplinary orientation in bringing creative solutions to overcome problems within the organization in exhibitions
3. Developing analytical and critical thinking in the field of exhibition activities;
4. Development of creativity, inventiveness, individuality in the study group;
5. Developing a commitment to teamwork within the study group ;
6. Development of interest and readiness for lifelong learning and independent action within the organizational structure in exhibitions of works of art
7. Orientation analytical thinking and acting in the structure of organizational skills, marketing skills, sales skills and distribution of artworks
8. Orientation in bringing creative solutions to overcome the problems the organization of work in izlagačkoj activities;
9. Raising the quality of studies at a higher level in accordance with applicable international standards ;
10. Developing the skills to adequately connect the science, practice and experiment;

16. Learning outcomes:

Students will be able to recognize the benefits of group research and creative work, and improve their ability to communicate and interact within the team. Students will develop the ability of individual approach and exchange roles within the team work. Students will develop independent critical thinking and desire for advancement.

17. Course content:

Creation of a visual identity and promotional material for the exhibition

1. Organization of exhibitions
-Identification ideas and meanings of visual information
-Material and technical support exhibitions
Analysis of the results of promotional activity

2. Concept of intermedia exhibition activity
- Cultural specifics of exhibition activity
- Synchronization of material, spatial and temporal aspects for the organization of exhibitions
- Harmonization of ideological, ethical and perceptual aspects of exhibition activity
- Copyright responsibility

3. Research within the independent art project
- Training, gathering and coordination of technical and human resources required for the realization of independent exhibition project
- Connotation and style art project
- Comparison of existing contemporary exhibition activities

4. Concept of art project
- Discussion of contextual and theoretical issues
- Discussion on technical and substantive issues
- Planning the project organization and analysis

5. Interactive process of developing an artistic project for exhibitions
- Creating the concept, valuation and competitive analysis
- Development of high-level design; documentation, presentation of independent art project and a cost / benefit analysis
6. Systematization and semester final exams.
- The ratio of critical thinking and discourse on the individual and team work

18. Learning methods:

Teaching methods:
first lectures, and workshops.
2. Practical classes.
3. Independent work of students.
4. Continuous assessment and skills.
Discussions, oral presentation, demonstration, drawing methods, methods of graphic works
Mentoring principle of performance.

19. Assessment methods:

Teaching methods:
1. first lectures, and workshops.
2. Practical classes.
3. Independent work of students.
4. Continuous assessment and skills.
Discussions, oral presentation, demonstration, drawing methods, methods of graphic works
Mentoring principle of performance:
Interactive teaching and training camp process between student-assistant-professor.

20. Assessment components:

Criteria scoring by subject-matters of the program (up to 100%):
1. Attendance to lectures and exercises 8%
2. Activity - activity in lectures and exercises 8%
3. Practical work 12% of
4. Seminar, research, innovation 17%
5. Critical analysis of the contents and form 12%
The final grade is formed in relation to the total number of points during the semester. Pre-exam and the final exam itself.
BORDERS FINAL EVALUATION
<53 pet (5); does not satisfy; F
54-63 six (6); sufficient; E
64-73 seven (7); good; D
74-83 eight (8); very good; C
84-93 nine (9); outstanding; B
94-100 ten (10); excellent;

21. Required reading list:

1. Jean Baudrillard, J. Iznad istinitoga i neistinitoga, Beograd
2. Arnhajm, R. Moć centra, Studija kompozicije u vizelnim umjetnostima, Beograd
3. Bogdanović, K. Uvod u vizualnu kulturu, Beograd
4. Spahić, B. Dizajn-ekonomski, društveni, politički aspekti oblikovanja, Sarajevo
5. Misailović, M. Kreativna dramaturgija, N. Sad
6.Vulf D. fn (2011) Ekonomika izdavačke djelatnosti, Beograd: Clio
7. Dženkins, N. Oblikovanje vizuelnog identiteta, Beograd
8. Panjeta, Lejla (2005): Dijelektika nestajanja. Sarajevo: Naklada Zoro
9. Panjeta, Lejla (2006): Potreba za smislom: Mit, Manipulacija i Film. Sarajevo: Svjetlost
10. Panjeta, Lejla; Mazziotti, Nora; Spahić, Besim; Sanchez, Lorena (2005): Telenovela – fabrika ljubavi: Uvod u žanr i produkciju. Sarajevo, Naklada Zoro
11. Entoni Džej, Roz Džej (2006), Usješna prezentacija, Beograd, Clio

22. Web sources:

http://www.supervizuelna.com

23. Applicable starting from the academic year:

2013/14

24. Adopted in the Faculty/Academy session:

19.06.2013.