

City University of Hong Kong

Information on a Course
offered by School of Creative Media
with effect from Semester A in 2008 / 2009

This form is for completion by the Course Co-ordinator. The information provided on this form will be deemed to be the official record of the details of the course. It has multipurpose use: for the University's database, and for publishing in various University publications including the Blackboard, and documents for students and others as necessary.

Please refer to the Explanatory Notes attached to this Form on the various items of information required.

Part I

Course Title: Introduction to Arts Administration

Course Code: SM5328

Course Duration: One semester (13 weeks)

No. of Credit Units: 3

Level: P5

Medium of Instruction: English

Prerequisites: (Course Code and Title) Nil

Precursors: (Course Code and Title) Nil

Equivalent Courses: (Course Code and Title) Nil

Exclusive Courses: (Course Code and Title) Nil

Part II

1. Course Aims:

This course introduces the theories and operational practices of arts administration. It covers important components of the arts administration process, so as to help students to identify, describe, and apply specific concepts and methods. By the end of the semester, students should be able to conceive exhibition situations and promotion for arts projects,

formulate procedures for implementing projects, and evaluate the success of exhibitions and projects.

2. Course Intended Learning Outcomes (CILOs)

(state what the student is expected to be able to do at the end of the course according to a given standard of performance)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighing (if applicable)
1.	Account for the mechanism of the art institutions	
2.	Account for the brief history of Hong Kong art policy	
3.	Plan and curate art programs	
4.	Write marketing plan and sponsorship proposal	
5.	Write press release	
6.	Examine contracts	
7.	Review different art censorship cases	

3. Teaching and Learning Activities (TLAs)

(designed to facilitate students' achievement of the CILOs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

ILO No	TLAs	Hours/weeks (if applicable)
CILO 1	1. Instructor introduces definition of arts administration, roles and function of arts administrators; 2. Visit art organizations and interview art administrators	
CILO 2	Instructor introduces the present cultural phenomenon in Hong Kong and ask students to trace back what kind of cultural policy contribute to the present situation.	
CILO 3	Visit artists' studios and interview artists, then curate an art program about these artists	
CILO 4	Write marketing plan and sponsorship proposal	
CILO 5	Instructor introduces press release formats and students write press release	
CILO 6	Instructor introduces the format of contracts and through class exercises to make the students understand the principle and the concepts of the contracts	
CILO 7	Students present art censorship cases and class discussion	

4. Assessment Tasks/Activities

(designed to assess how well the students achieve the CILOs)

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

ILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks
CILO 1	Case studies and class exercises		
CILO 2	Case studies and class exercises		
CILO 3	Presentation and class discussion		
CILO 4	Assignment and presentation, project review		
CILO 5	Assignment		
CILO 6	Class exercises		
CILO 7	Research, presentation and class discussion		

5. Grading of Student Achievement:

Examination duration: Nil

Percentage of coursework, examination, etc.:

100% Coursework

1. Contribution to class discussion 10%
2. Curate an exhibition 20%
3. Present arts censorship cases 15%
4. Writing a press release 20%
5. Writing a sponsorship proposal 35%

Grading pattern: Standard (A+, A, A-...F)

Grading is based on performance in assessment tasks / activities

Part III

Keyword Syllabus:

programming, planning, organizational structure and strategy, budget planning, financial management, marketing, public relations, promotion, sponsorship, fundraising, art policy, art criticism, curatorial practices, audience development, work ethics

Recommended Reading:

Text(s):

Arts Administration

Byrnes, William J. Management and the Arts. 3rd ed. United States: Focal Press, 2003.

Hilton, Jo. The Arts Promoters' Pack. 2nd ed. Loughborough: East Midlands Arts, 1997.

Yeoman, Ian, et al. Festival and Events Management: an International Arts and Culture Perspective. Oxford: Elsevier Butterworth-Heinemann, 2004.

Pick, John and Malcolm Anderton. Arts Administration. London: E & FN Spon, 1996.

Fitzgibbon, Marian and Anne Kelly. From maestro to manager - critical issues in arts and culture management. Dublin : Oak Tree Press in association with the Graduate School of Business, University College Dublin, 1997.

Audience Development

Rawlings-Jackson, Vanessa. Paying attention: a guide to customer care in the arts. London: Arts Council of England, 1995.

Maitland, Heather. A guide to audience development. London: Arts Council of England, 1998.

Knight, Amanda. Effective Customer Care: for Voluntary and community organizations. London: Directory of Social Change, 1999.

Hill, Liz, Catherine O'Sullivan and Terry O'Sullivan. Creative Arts Marketing. 2nd ed. Boston : Butterworth-Heinemann, 2003.

Budgeting

Byrnes, William, J. Management and the Arts. 3rd ed. United States: Focal Press, 2003.

Hilton, Jo. The Arts Promoters' Pack. 2nd ed. Loughborough: East Midlands Arts, 1997.

Hill, Liz, Catherine O'Sullivan and Terry O'Sullivan. Creative Arts Marketing. 2nd ed. Boston: Butterworth-Heinemann, 2003.

Cultural Policy

Hong Kong Recreation and Culture Branch, Arts policy review report : consultation paper, Recreation and Culture Branch, Hong Kong : Govt. Printer, 1993.

Cultural perspective Hong Kong 1997, compiled by Hong Kong Cultural Sector Joint Conference, International Association of Theatre Critics (HK), Zuni Icosahedron, Hong Kong, 1997.

1999, 2000 policy address. Arts, culture, sport and recreation : policy objective for Home Affairs Bureau, Arts, culture, sport and recreation : policy objective for Home Affairs Bureau, 1999.

ACCF 2004 : Asia Cultural Co-operation Forum 2004 : creative Asia, 14-17 November 2004 Hong Kong , organiser, Home Affairs Bureau, the Hong Kong Special Administrative Region], Home Affairs Bureau, 2004.

Frost-Kumpf, Hilary Anne. Cultural Districts: the Arts As a Strategy for Revitalizing Our Cities. New York: Americans for the Arts, 1998.

Seltzer, Kimberly. The Creative Age - Knowledge and Skills for the new economy, London : Demos, 1999.

Landry, Charles. The Creative City: a tool kit for urban innovators. London: Earthscan, 2000.

Cherbo, Joni and Maya Rutgers. The Public Life of the Arts in America, University New Brunswick, N.J. : Rutgers University Press, 2000.

Matarasso Francois. Use or Ornament? The Social Impact of Participation in the Arts. Stroud: Comeida, 1997.

Fundraising

Grey, Anne-Marie and Kim Skildum-Reid. The Sponsorship Seeker's Toolkit. London: McGraw-Hill, 1999.

Larissa Golden Brown, Martin John Brown. Demystifying grant seeking : what you really need to do to get grants. San Francisco: Jossey-Bass, 2001.

Cook, Tim. Avoiding the wastepaper basket: A practical guide for applying to grant-making trusts. London: London Voluntary Service Council, 1996.

Smith, George. Asking Properly: The Art of Creative Fundraising. White Lion, 1996.

Reiss, Alvin H. Don't just applaud, send money: the most successful strategies for funding and marketing the arts. New York: Theatre Communications Group, 1995.

Hill, Liz, Catherine O'Sullivan and Terry O'Sullivan. Creative Arts Marketing. 2nd ed. Boston : Butterworth-Heinemann, 2003.

Law

Fosbrook, Deborah and Adrian C. Laing. Media contracts handbook. 2nd ed. London : Sweet & Maxwell, 2000.

Marketing

Hill, Liz, Catherine O'Sullivan and Terry O'Sullivan. Creative Arts Marketing. 2nd ed. Boston : Butterworth-Heinemann, 2003.

Hill, Liz. Commissioning market research: a guide for arts marketers. Cambridge, England: Arts Marketing Association, 2000.

Hilton, Jo. The Arts Promoters' Pack. 2nd ed. Loughborough: East Midlands Arts, 1997.

Kotler, Philip and Joanne Scheff. Standing room only : strategies for marketing the performing arts. Boston, Mass.: Harvard Business School Press, 1997.

Public Relations

Runyard, Sue and Ylva French. The Marketing and Public Relations Handbook for Museums, Galleries and Heritage Attractions. California: Altamira Press, 1999.

Black, Caroline. The PR Practitioner's Desktop Guide. UK: Hawksmere, 2001.

Rawling-Jackson, Vanessa and Phyllida Shaw, eds. Paying Attention: A Guide to Customer Care in the Arts. London: The Arts Council of England, 1994.

Diggs-Brown, Barbara and Jodi L.G. Glou. The pr styleguide : formats for public relations practice. CA: Thompson/Wadsworth, 2004.

Online Resources:

Cultural Policy

[Hong Kong Arts Development Council](#)

[Home Affairs Bureau, Culture Division](#)

[West Kowloon Cultural District](#)

[National Endowment for the Arts](#)

[Canada Council for the Arts](#)

[Arts Council of England](#)

[Australian Council](#)

[Creative New Zealand](#)

[Arts Council of Ireland](#)

[Singapore National Arts Council](#)

[The Executive Yuan of the Republic of China \(Council for Cultural Affair\) \(Taiwan\)](#)

[National Culture and Arts Foundation \(Taiwan\)](#)

[BOEKMAN: Study centre for arts, culture and related policy](#)

[Culturelink Network](#)

[ERICArts: European Research Institute for Comparative Cultural Policy and the Arts](#)

[International Federation of Arts Councils and Cultural Agencies](#)

[Cultural Institute of the Macao S.A.R. Government](#)

Art/Cultural organisations

[Hong Kong Film Archive](#)

[Videotage](#)

[Videopower](#)

[InD Blue](#)

The Hong Kong International Film Festival

Hong Kong Arts Centre

Hong Kong Fringe Club

Para/Site Art Space

1aspace

Museum of Site (MOST)

Asian Cultural Council

G999

Community Museum Project

Supporting Organisations

Asian Art Archive (Hong Kong)

Foundation Center

New York Foundation for the Arts

Arts Marketing On Line

Fuel4arts (Australia, arts marketing)

Internet Nonprofit Center, Information for and about nonprofits (US)

Arts Education Organisations

Hong Kong Art School

Hong Kong Society For Education in Art

Arts Education Partnership

Association for the Advancement of Arts Education

National Arts Education Association

American Alliance for Theatre and Education

Alternative Exhibition

One Street Museum

Online Art Magazines

Inmedia

Cultural page by RTHK

Singularities

AAA's newsletter

Hong Kong Artist.net

ArtHK Forum

Hong Kong galleries (listing only)

Art & Collection

Monday Art Post

Other References

Arts Management Network

SAM Books

World Wide Arts Resources

Returned by:

Name: Phoebe Man

Department: SCM

Tel: 2194 2766

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