City University of Hong Kong

Information on a Course
offered by Department of Chinese and History
with effect from Semester A in 2014 / 2015

Part I

Course Title: Patronage and Art Market
Course Code: CAH3538
Course Duration: 1 Semester
Credit Units: 3
Level: B3
Medium of Instruction: English
Prerequisites: Nil
Precursors: Nil
Equivalent Courses: CTL3538 Patronage and Art Market
Exclusive Courses: Nil

Part II

Course Aims
This course will introduce students to the fundamental knowledge of the history of patronage, the art market and the larger institutional network that supports and promotes art. Adopting interdisciplinary approaches, this course aims at giving students an opportunity to think critically about the economic aspect of art as well as the relationship between aesthetic value and the economics of the marketplace. Focusing on China, North America and Europe, throughout the course we will explore issues such as the roles of religion, court and state in the patronage system, impacts of marketplace on artistic styles, questions of price determination, the globalisation of art market, and the discursive practices of art consumption.

Course Intended Learning Outcomes (CILOs)

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

<table>
<thead>
<tr>
<th>No.</th>
<th>CILOs</th>
<th>Weighting (if applicable)</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Explain the historical development of patronage and art</td>
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</table>
2. Explain the relation between aesthetics and economics.

3. Identify and discuss selected artists and how art and business interrelated in specific historical periods and places.

4. Evaluate critically works of art from economic perspectives.

**Teaching and Learning Activities (TLAs)**

*(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)*

<table>
<thead>
<tr>
<th>CILO No.</th>
<th>TLAs</th>
<th>Hours/week (if applicable)</th>
</tr>
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<tbody>
<tr>
<td>CILO 1</td>
<td>Lectures&lt;br&gt;Lectures will introduce the background, methodologies, cases, context and development of art patronage and art market.</td>
<td></td>
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<tr>
<td>CILO 2</td>
<td>Reading&lt;br&gt;Book chapters and articles related to the topic</td>
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<tr>
<td>CILO 3</td>
<td>Guided field trips&lt;br&gt;Visit auction houses and commercial art galleries; report on these field trips.</td>
<td></td>
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<tr>
<td>CILO 4</td>
<td>Tutorial presentations:&lt;br&gt;Group discussion and presentations.</td>
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**Assessment Tasks/Activities**

*(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)*

<table>
<thead>
<tr>
<th>CILO No.</th>
<th>Type of Assessment Tasks/Activities</th>
<th>Weighting (if applicable)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>CILO 1</td>
<td>Essay&lt;br&gt;An essay on any topic(s) introduced in the course. (2,000-2,500 words)</td>
<td>30 %</td>
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<tr>
<td>CILO 2</td>
<td>Group Presentation&lt;br&gt;Students are required to give a small-group presentation.</td>
<td>20 %</td>
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<tr>
<td>CILO 3</td>
<td>Field Trip Report&lt;br&gt;Reflection on the field trip (800-1,000 words)</td>
<td>10 %</td>
<td></td>
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<tr>
<td>CILO 4</td>
<td>Exam&lt;br&gt;2 hours</td>
<td>30 %</td>
<td></td>
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<tr>
<td>CILO 5</td>
<td>Classroom participation, attendance, attitude</td>
<td>10 %</td>
<td></td>
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**Grading of Student Achievement:** Refer to Grading of Courses in the Academic Regulations

Grading pattern: Standard (A+, A, A-, … F). Grading is based on students’ performance in assessment tasks / activities. Final details will be provided to students in their first week of attendance in this course.

<table>
<thead>
<tr>
<th>Excellent A+</th>
<th>Good B+</th>
<th>Adequate C+</th>
<th>Marginal D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Excellent command of</td>
<td>1. Good command of general</td>
<td>1. Adequate command of the</td>
<td>1. Familiarity with the subject matter.</td>
</tr>
</tbody>
</table>
general historical knowledge about patronage and art market.
2. Excellent understanding of key issues in patronage and art market.
3. Excellent demonstration of research skills as well as critical ability in achieving independent views.
4. Excellent presentation skills and linguistic competence in expressing one’s ideas clearly and effectively.

historical knowledge about patronage and art market.
2. Good understanding of key issues in patronage and art market.
3. Good demonstration of research skills as well as critical ability in achieving independent views.
4. Good presentation skills and linguistic competence in expressing one’s ideas clearly and effectively.

course content.
2. A certain degree of understanding of key issues in patronage and art market.
3. Fair demonstration of research skills as well as critical ability in achieving independent views.
4. Acceptable presentation skills and linguistic competence in expressing one’s ideas clearly and effectively.

2. Marginal command of course materials, with the ability to describe a few important issues in patronage and art market.
3. Marginal ability and skills in conducting research work.
4. Weakness in expressing oneself clearly and effectively.

Part III

Keyword Syllabus

Art Patronage, Artists and Patrons, Collection, Art market, economic of art, guild, art world, Art and Commerce, art trade, Art consumption, Taste, Court Patronage, State Patronage, Gallery-critic system, Symbolic capital, Economic capital, Cultural capital, Globalisation

Recommended Reading

Text(s)


