

Module specification

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Module code	ART720
Module title	Audiences and Markets
Level	7
Credit value	30
Faculty	FAST
Module Leader	Paul Jones
HECoS Code	101361
Cost Code	QAAA

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MA Creative Production and Curatorial Practice	CORE

Pre-requisites

Breakdown of module hours

Learning and teaching hours	32 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	32 hrs
Placement / work based learning	0 hrs
Guided independent study	268 hrs
Module duration (total hours)	300 hrs

For office use only	
Initial approval date	14/05/21
With effect from date	September 21
Date and details of revision	
Version number	1

Module aims

This module addresses the contexts by which audiences and markets are defined within the creative sector. Students will gain a critical understanding of how creative producers and curators operate within identified markets and how audiences are classified. Through examination of audience and spectatorship, together with the construction of an event or exhibition, students will investigate the role and relationship between artist/maker and the public.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Evaluate the nature of audiences and how they are defined in an art context
2	Identify how creative producers operate within specific markets, funding & policy
3	Analyse how audiences are classified in a selected curatorial project.
4	Through analysis understand the interrogation of art objects and how display mechanism act as communication devices.
5	Analyse the role of interpretation in communicating the artist/makers intent.
6	Evaluate complex issues relating to collections and archival displays and communicate your understanding of them to a range of audiences.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

The module will be assessed through the submission of a practice element consisting of a body of work related to fieldwork undertaken in response to examining who and what

constitutes audiences and markets within the framework of the Creative Production and Curatorial Practice. This is accompanied by an analysis giving an overview of the significant knowledge and understanding gained.

Coursework component:

- Practice portfolio
- Case Study Report 1,500 words

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-6	Coursework	100%

Derogations

None

Learning and Teaching Strategies

The programme will be driven by the principles of the Active Learning Framework (ALF) and the learning environment will effectively support learning through engagement, participation and interaction using the VLE Moodle, Panopto, Microsoft Teams as well as face-to-face teaching where appropriate. There will be a variety of approaches of delivery with teaching and learning methods utilizing a blended approach of synchronous and asynchronous sessions. Synchronous sessions will allow more open discussion and social interaction including the presentation of work and ideas in group critiques. These will be recorded as well as more formal lectures for asynchronous flexible and accessible learning. Tutorials will be offered either face to face or electronically and students will have the opportunity to work in teams on the assignment brief if they wish to and will present their work to their peers in critique sessions.

Indicative Syllabus Outline

This module focuses on the audiences and markets and thereby seeks to establish the contextual settings in which these exist. Students will investigate and examine the concept of audience and markets, tracing histories, advancements and relationship to the arts. Students will then assess the social, political and economic conditions of audience and markets. Students will engage in a phenomenological investigation into the impact of audiences and markets in order to situate and contextualize these themes in their emerging practice. Student will examine audience and markets at both a local level and wider content. This will include engaging with art institutions such as Ty Pawb, Oriel Davies, Wrexham Museum, Mostyn, and Focus Wales.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Read

Sholette, G. (2011). *Dark matter: Art and politics in the age of enterprise culture*. London: Pluto Press.

Knight, C. K., & Senie, H. (2020). *A companion to public art*. Wiley Blackwell

Other indicative reading

Grois, B. (2013). *Art Power*. Cambridge, Mass: MIT Press.

Decker, J. (2015). *Collections care and stewardship : Innovative approaches for museums*. London: Rowman & Littlefield Publishers

Jackson, S. (2011). *Social works: Performing art, supporting publics*. New York: Routledge.

Martinon, J.-P. (2020). *Curating as ethics*. University of Minnesota Press.

Parry, R. (2010). *Museums in a digital age* (Leicester readers in museum studies). London ; New York: Routledge.

Procter, A. (2020). *Whole picture: The colonial story of the art in our museums & why we need to talk about it*. S.I.: Cassell Illustrated.

Putnam, J. (2009). *Art and artifact: the museum as medium*. London: Thames & Hudson.

Rugg, J., & Sedgwick, M. (2007). *Issues in curating contemporary art and performance*. Bristol, UK ; Chicago: Intellect.

Steeds, L. (2014). *Exhibition (Documents of Contemporary Art)*. London: Whitechapel Art Gallery.

Williams, G. (2014). *How to write about contemporary art*. London, Thames and Hudson.

Employability skills – the Glyndwr Graduate

Each module and programme is designed to cover core Glyndwr Graduate Attributes with the aim that each Graduate will leave Glyndwr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment

Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication