



# CART13010 Visual Arts Studio: Exhibition Protocols and Procedures. Term 2 - 2024

Profile information current as at 29/07/2024 03:11 pm

All details in this unit profile for CART13010 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

In this unit you will prepare your artwork for display and present it to the public in an individual or group exhibition. You will use and adapt standard exhibition protocols as they might apply to a range of exhibition contexts, whilst engaging with the key processes that enable the development of successful and professional exhibitions. You will also consider the effects that various exhibition venues have on the reading of your artwork.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Prerequisites: CART12009 Visual Arts and Society: Ideology, Identity and Contemporary Visual Art Practices AND CART12010 Visual Arts Studio: Using and Abusing Conventions

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 2 - 2024

- Online

### Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: 15%

#### 2. **Project (applied)**

Weighting: 60%

#### 3. **Reflective Practice Assignment**

Weighting: 25%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from anecdotal.

#### Feedback

The structure of the unit mimics an exhibition preparation workflow and the practical project associated with this unit.

#### Recommendation

Retain the current structure of the unit as it supports student learning in this unit.

## Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Use appropriate display solutions to exhibit your artwork in a professional context
2. Prepare written material to support the display of your work and to enable professional contact with exhibition venues
3. Identify exhibition venues that are best aligned to your artwork
4. Reflect on the success of your exhibition practices.

Not Applicable.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Written Assessment - 15%		•	•	
2 - Project (applied) - 60%	•			
3 - Reflective Practice Assignment - 25%				•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication		•		
2 - Problem Solving	•			
3 - Critical Thinking	•	•	•	

Graduate Attributes	Learning Outcomes			
	1	2	3	4
4 - Information Literacy		•		
5 - Team Work				
6 - Information Technology Competence		•	•	
7 - Cross Cultural Competence				
8 - Ethical practice	•			
9 - Social Innovation				
10 - Aboriginal and Torres Strait Islander Cultures				

## Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Written Assessment - 15%	•		•	•		•	•	•		
2 - Project (applied) - 60%	•	•	•			•	•	•		
3 - Reflective Practice Assignment - 25%	•		•			•	•			

## Textbooks and Resources

### Textbooks

There are no required textbooks.

### IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Patrick Connor** Unit Coordinator  
[p.connor@cqu.edu.au](mailto:p.connor@cqu.edu.au)

## Schedule

### Week 1 - Exhibition Venues - 08 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"><li>Types of galleries and exhibition venues.</li><li>Alignment of your work to a gallery or venue.</li><li>The value of an exhibition practice journal.</li></ul>	Please prepare for your tutorial by first engaging with the Week 1 learning resources and by completing the week 1 learning activity.	<ul style="list-style-type: none"><li>Types of galleries and exhibition venues.</li><li>What types of spaces will you target and use?</li><li>How will you journal your exhibition experience?</li></ul>

### Week 2 - Approaching a Gallery - 15 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"><li>Approaching a gallery: dos and don'ts.</li><li>Letter of introduction; the email pitch.</li></ul>	Please prepare for your tutorial by first engaging with the Week 2 learning resources.	<ul style="list-style-type: none"><li>Approaching a gallery: dos and don'ts.</li><li>What is an appropriate writing style and approach?</li></ul>

### Week 3 - Exhibition Checklist and Planning - 22 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"><li>Exhibition checklists.</li><li>Preparing for an install: list of tools and resources, scale models and plans.</li><li>Trouble-shooting and problem solving.</li></ul>	Please prepare for your tutorial by first engaging with the week 3 learning resources and by completing the Week 3 learning activity.	<ul style="list-style-type: none"><li>Exhibition checklists: Why are they all different?</li><li>Install preparation and troubleshooting.</li></ul>

### Week 4 - Exhibition Curation - 29 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"><li>What is exhibition curation?</li><li>How to design and curate an exhibition.</li></ul>	Please prepare for your tutorial by first engaging with the Week 4 learning resources.	<ul style="list-style-type: none"><li>How to design and curate an exhibition.</li><li>Describe an exhibition experience that you enjoyed and describe why you liked it?</li></ul>

### Week 5 - Virtual Exhibitions - 05 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"><li>Types of virtual exhibitions.</li><li>Alignment of virtual exhibitions to your own work.</li></ul>	Please prepare for your tutorial by first engaging with the Week 5 learning resources and by completing the week 5 learning activity.	<ul style="list-style-type: none"><li>Types of virtual exhibitions.</li><li>What types of virtual exhibitions will you target and use?</li></ul>

### Vacation Week - 12 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
There are no topics this week.		

### Week 6 - Display Your 2D Artworks. (Workshop) - 19 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"><li>Common practices for displaying 2-Dimensional works.</li><li>Practical workshop: Preparing a work on paper for exhibition and sale.</li></ul>	Please prepare for your tutorial by first engaging with the Week 6 learning resources and by completing the week 6 learning activity.	<ul style="list-style-type: none"><li>Common practices for displaying 2-Dimensional works.</li><li>Practical workshop: Preparing a work on paper for exhibition and sale.</li><li>Discuss simple framing options for paintings.</li></ul>

## Week 7 - Display Your Multi-Media & 3D Artworks - 26 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"><li>• How has digital media transformed exhibition environments?</li><li>• Festivals, public art, public spaces and 24/7 exhibitions.</li></ul>	Please prepare for your tutorial by first engaging with the Week 7 learning resources.	<ul style="list-style-type: none"><li>• What happened to the plinth: How has digital media transformed the exhibition environment?</li><li>• Festivals, public art, public spaces and 24/7 exhibitions.</li></ul>

## Week 8 - Wall Labels, Didactic and Written Materials - 02 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"><li>• Exhibition standards: wall labels and signage for visual art exhibitions.</li><li>• Do's and don'ts of wall labels and didactic panels.</li></ul>	Please prepare for your tutorial by first engaging with the Week 8 learning resources and by completing the week 8 learning activity.	<ul style="list-style-type: none"><li>• Exhibition standards: labeling for visual art exhibitions.</li><li>• Do's and don'ts of wall labels and didactic panels.</li><li>• Conform or stand out?</li></ul>

## Week 9 - Photograph Your Artwork (workshop) - 09 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"><li>• Photographing your exhibition.</li><li>• Photographing your 2 - Dimensional work.</li><li>• Photographing your 3 - Dimensional work</li></ul>	Please prepare for your tutorial by first engaging with the Week 9 learning resources and by completing the week 9 learning activity.	<ul style="list-style-type: none"><li>• Photographing your work - tips to get the best results on a budget.</li><li>• Photograph your artwork.</li></ul> <p><b>Assessment 1 - Written Assessment</b> Due: Week 9 Friday (13 Sept 2024) 11:45 pm AEST</p>

## Week 10 - Install Your Exhibition (Workshop) - 16 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"><li>• Collaborate with other artists to maximise the success of the exhibition design/presentation.</li><li>• Install your artwork and wall labels.</li></ul>	Please prepare for your tutorial by first engaging with the Week 10 learning resources and by completing the week 10 learning activity.	<ul style="list-style-type: none"><li>• Install your exhibition display. (virtual or real)</li><li>• Work professionally with others (discuss exhibition and lighting design).</li></ul>

## Week 11 - Exhibition Reflection - 23 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"><li>• Exhibition Reflection: What worked well?</li><li>• Exhibition Reflection: What may have worked better?</li><li>• Take notes and collate feedback to support development of Assessment 3 - Reflective Practice Assignment (25% weighting).</li></ul>	<ul style="list-style-type: none"><li>• Please prepare for your tutorial by first engaging with the Week 11 learning resources.</li><li>• Review your exhibition feedback, critical reflection notes and exhibition journal.</li><li>• Complete a draft of your Reflective Practice Essay (Assessment 3).</li></ul>	<ul style="list-style-type: none"><li>• After reflecting on your intentions and after receiving feedback from exhibition visitors, discuss what you have learnt from this exhibition experience.</li><li>• Document your findings.</li></ul> <p><b>Assessment 2: Exhibition Practice and Outcome</b> Due: Week 11 Friday (27 Sept 2024) 11:45 pm AEST</p>

## Week 12 - Reflective Practice Essay - 30 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"><li>• Consolidate critical reflection.</li><li>• Assessment 3 - Reflective Practice Assignment (25% weighting).</li></ul>	Review your exhibition feedback, critical reflection notes and exhibition journal.	<ul style="list-style-type: none"><li>• Consolidate critical reflection.</li></ul>

## Review/Exam Week - Submit Reflective Practice Essay - 07 Oct 2024

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"><li>Complete and submit Assessment 3 - Reflective Practice Assignment (25% weighting).</li></ul>		<b>Assessment 3 - Reflective Practice Assignment.</b> Due: Review/Exam Week Friday (11 Oct 2024) 11:45 pm AEST

## Exam Week - 14 Oct 2024

Module/Topic	Chapter	Events and Submissions/Topic
There are no tutorial activities this week.		

## Assessment Tasks

### 1 Assessment 1 - Written Assessment

#### Assessment Type

Written Assessment

#### Task Description

##### **Assessment 1 - Written Assessment. - 900-1300 words (15% weighting).**

This written assessment includes four written items. These items should be compiled into one document for ease of submission.

The written items are as follows:

1. A letter introducing yourself as an emerging artist to the administrators of an exhibition venue or gallery. (please refer to example letters provided in Moodle) (100 - 200 words).
2. An artist's statement. (This statement should be succinct, engaging and provide an insight into your work/practice). (50 -100 words)
3. Wall labels related to all your work selected for exhibition in this unit. (please follow the hierarchy of information outlined in this unit.)
4. A written statement which lists three galleries that you would like to develop a professional relationship with. One of the galleries will be a local gallery (central Queensland gallery), one of the galleries will be a non-local Queensland-based gallery, the third gallery will be an interstate or international gallery. The statement will describe why you have selected these galleries as potential galleries through which you may exhibit your work. To do this you must describe the opportunities and benefits these galleries offer you as an artist. You must also describe the less attractive features of these galleries in terms of the suitability of these galleries to offer you opportunities for career advancement or critical notice. Your list of galleries should be accompanied with their current web addresses. (750 - 1000 words)

These four written assessments will address the following learning outcomes:

- Prepare written material to support the display of your work and to enable professional contact with exhibition venues.
- Identify exhibition venues that are best aligned to your artwork.

#### Use of Generative Artificial Intelligence agents (Gen AI)

Within this assessment, the use of Gen AI agents is as follows:

- No Gen AI use at any point during this assessment.

Please refer to the Moodle Assessment tile for specific details.

#### Formatting requirements for introductory letter:

- Use 12-point Times New Roman font for the introductory letter.
- 1.5 spacing throughout
- You will not be required to include in-text references (citations).

- Ensure that you have used an appropriate format for your letter.

#### Formatting requirements for wall labels:

- Use 14-point Lucida Sans font for all the wall labels (your artist's statement will be considered as a wall label).
- 1.5 spacing throughout
- You will not be required to include in-text references (citations).
- Ensure that you have used an approved format for your wall labels.

#### Important information about the word count:

The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.□

#### **Assessment Due Date**

Week 9 Friday (13 Sept 2024) 11:45 pm AEST

Please submit Assessment 1: Written Assessment: Letter of introduction, exhibition wall labels and gallery selection statement as a single, Microsoft Word document via Moodle.

#### **Return Date to Students**

Week 10 Friday (20 Sept 2024)

Assessment results and feedback will be made available via Moodle.

#### **Weighting**

15%

#### **Assessment Criteria**

- Appropriateness of style. (25% weighting)
- Structure and flow. (25% weighting)
- Ability to write clearly and logically. (25% weighting)
- Correct spelling, grammar, punctuation, typography and clear lay-out. (25% weighting)

#### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

#### **Submission**

Online

#### **Submission Instructions**

Assessment is to be submitted via Moodle in the form a single, clearly labelled Microsoft Word document. Please place your name and student number on the marking sheet provided, and submit this also with your assessment.

#### **Learning Outcomes Assessed**

- Prepare written material to support the display of your work and to enable professional contact with exhibition venues
- Identify exhibition venues that are best aligned to your artwork

#### **Graduate Attributes**

- Communication
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 2 Assessment 2: Exhibition Practice and Outcome

#### **Assessment Type**

Project (applied)

#### **Task Description**

For this project-based assessment you will be assessed on the success of your exhibition practices. Your exhibition



practices will be considered to include:

- Your critical thinking and problem solving.
- Your ability to collaborate effectively and professionally with your co-exhibitors or gallery staff (if applicable).
- Your use of an exhibition checklist and the ability to meet deadlines.
- The quality of the exhibition outcomes as they relate to your role in the exhibitions team.

Please submit your **Assessment 2: Exhibition and outcome submission document** in Moodle by the due date.

### **Use of Generative Artificial Intelligence agents (Gen AI)**

Within this assessment, the use of Gen AI agents is as follows:

- No Gen AI use at any point during this assessment.

Please refer to the Moodle Assessment tile for specific details.

### **Assessment Due Date**

Week 11 Friday (27 Sept 2024) 11:45 pm AEST

Please submit your Assessment 2: Exhibition and Outcome submission document in Moodle by the due date.

### **Return Date to Students**

Week 12 Friday (4 Oct 2024)

Assessment results and feedback will be provided via Moodle.

### **Weighting**

60%

### **Assessment Criteria**

- Critical Thinking & Problem Solving (25% weighting)
- Exhibition design and Curation (25% weighting)
- Successful use of Exhibition Checklist and ability to meet Deadlines (25% weighting)
- Success of Outcome (25% weighting)

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

Please submit your Assessment 2: Exhibition and Outcome submission document in Moodle by the due date.

### **Learning Outcomes Assessed**

- Use appropriate display solutions to exhibit your artwork in a professional context

### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## **3 Assessment 3 – Reflective Practice Assignment.**

### **Assessment Type**

Reflective Practice Assignment

### **Task Description**

**Assessment 3 - Reflective Practice Assignment. - 1000-1500 words** (25% weighting).

After reviewing your exhibition practice journal and critically reflecting on your exhibition practices, you will write a reflective practice essay (1000-1500 words). In this essay you will critically appraise your recent exhibition practices. To do this you will:

- note any processes you have used to critically analyse your exhibition practices.
- describe what aspects of your exhibition practices you perceive to be successful and why.
- describe what aspects of your exhibition practices you perceive could be improved via the modification of your practices.
- describe how you would modify your exhibition practices in the future in order to achieve more effective or more professional exhibitions.

Your exhibition practices will be understood to include:

1. your ability to collaborate effectively and professionally with others.
2. your ability to problem-solve and think critically.
3. your ability to use an exhibition checklist and meet deadlines.
4. your awareness and use of appropriate writing styles.
5. the success of your display solutions.

- Use of Generative Artificial Intelligence agents (Gen AI)

Within this assessment, the use of Gen AI agents is as follows:

- No Gen AI use at any point during this assessment.

Please refer to the Moodle Assessment tile for specific details.

Please note:

- The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.

- o Use 12-point Times New Roman font for your Reflective Practice Essay.
- o 1.5 spacing throughout
- o Ensure that you have used an appropriate format and structure for your Reflective Practice Essay.
- o Use APA referencing style (7th edition) for your citations.

### **Assessment Due Date**

Review/Exam Week Friday (11 Oct 2024) 11:45 pm AEST

Please submit your Reflective Practice Essay via Moodle by the due date/time.

### **Return Date to Students**

Exam Week Friday (18 Oct 2024)

Results and feedback available via Moodle.

### **Weighting**

25%

### **Assessment Criteria**

- Clear and effective communication using an appropriate style (35% weighting)
- Depth and breadth of insight gleaned from personal learning experiences (45% weighting)
- Use of APA referencing when citing industry standards. (20% weighting)

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

Please submit your Reflective Practice Essay via Moodle by the due date/time.

### **Learning Outcomes Assessed**

- Reflect on the success of your exhibition practices.

## Graduate Attributes

- Communication
- Critical Thinking
- Information Technology Competence
- Cross Cultural Competence

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



**Be Honest**

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



**Seek Help**

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



**Produce Original Work**

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem