

Working in the Art World: Professional Practice Reimagined

Dr Oonagh Murphy
Associate Professor of Visual Arts Management and Curating
Richmond the America International University in London

@OonaghTweets

The biggest challenge facing graduates is moving from knowing about practice to becoming a practitioner.



Learning Outcomes:

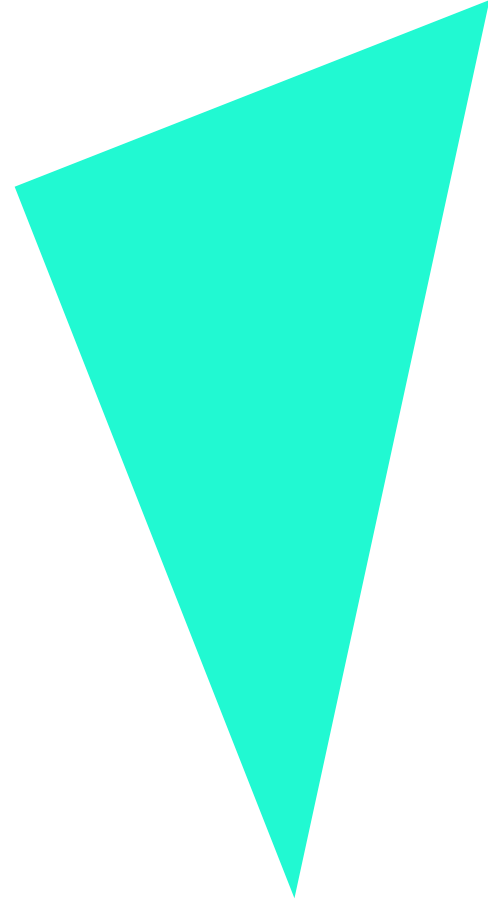
By the end of this course, successful students should be able to:

- Demonstrate a systematic and sophisticated understanding of the application of professional practices in the visual arts and related creative and cultural industries
- Show excellent writing skills including logical and structured narratives and arguments supported by relevant primary and secondary evidence
- Demonstrate the ability to organise and manage supervised, self-directed projects, through which a sophisticated understanding of research methods is demonstrated
- Demonstrate the ability to produce detailed analyses of competing international perspectives and concepts
- Demonstrate the ability to act with minimal direction or supervision, to engage in self-reflection, use feedback to analyse own capabilities, appraise alternatives, and plan and implement actions
- Demonstrate personal responsibility and professional codes of conduct, while taking responsibility for their own work, learning and development, and effectiveness in professional and interpersonal communication
- Demonstrate flexible skills that translate directly into the workplace, including the ability to plan and manage for changing contexts, audiences and levels of complexity, and advanced group or team work capacities, for example listening, contributing, leading, negotiating and proactively managing conflict as is appropriate



Course Outline

- What is the art world?
- Making the transition from student to professional
- Museum Management and Conservation
- The entrepreneurial arts manager
- Curating the curatorial
- Public Art, procurement, tenders
- Arts Management and Administration
- Arts Policy
- Arts Fundraising
- Socially Engaged Art and Artists as Educators
- Collections Management with Kristin Hussey
- The Art Market and the Commercial Gallery



Assignments



Assignment 1:

30% Professional website or blog

Students are required to create a professional website or blog, which includes a biography, key skills, work experience and or projects. The skills required to develop a blog will be taught in week 2. The minimum word count for website content is 1,000 words.

Assignment 2:

40% Essay


2,500 word essay on the development of the art world. Students with the supervision of Faculty will select a particular section of the art world and critically examine its development over the past 100 years. Topics may include the development of the Asian Art Market, the rise of education in museums, or the development of the artist as curator.

Assignment 3:

30% ART: WORK

Part 1: Critically review three art world events, in a 1,000 word essay. You will need to attend three events, and then identify components of these events that were successful and recommendations for how these events could have been improved. When writing this report you should write in a professional style, and presume that the event managers behind the events that you have attended will read your review. When reviewing these events consider the range of actions that happen in the event planning process, you could refer to the Google document which you are preparing for the Art: Work event to help you identify these key activities.

Part 2: Critically reflect upon the Art: Work event and your role in this event, 500 words.



5 steps to supporting
students in making their
transition from student to
professional?

1. Routinely link teaching to job applications, open calls, tenders and funding application processes.



Job description Programmes Manager (Own Art & Take it away)

Hours:	5 days per week (35 hours)
Starting salary:	£25,000 per annum plus benefits
Reports to:	Director of Consumer Credit Programmes
Line manager for:	N/A

About Creative United

Creative United is a Community Interest Company that provides a range of financial products and services designed to enable the growth and development of the UK's cultural and creative industries.

The company was established in 2012 with the support of Arts Council England and is based at Somerset House in Central London. Our mission is to build a sustainable and resilient creative economy, making the arts accessible to all.

Our services

We provide creative businesses and cultural organisations with access to a range of commercial tools, finance options, business support and marketing channels designed to drive up sales revenues and allow them to maximise their commercial potential. We also engage directly with the public to promote and encourage increased participation in arts and cultural activities.

Our current programmes include

- [Own Art](#) – supporting the market for contemporary visual arts and crafts, through the provision of interest free loans
- [Take it away](#) – supporting access to musical instruments for children and young people under the age of 25, through the provision of interest free loans
- [Creative Industry Finance](#) – supporting the growth and development of creative industry enterprises through the provision of specialist business advice and access to finance
- [Prosper](#) – a new research and business support programme for arts and cultural organisations, launching Spring 2017



Programmes Manager (Own Art & Take it away)

Purpose of the job

Responsible for the effective management and administration of the Own Art and Take it away schemes, the Programmes Manager will take a lead role in researching and developing partnership opportunities that can help us to increase the reach and impact of our programmes across the UK

Reporting to the Director of Consumer Credit Programmes, the Programmes Manager will focus particularly on championing equality and diversity across the Own Art and Take it away programmes in both our approach to the development of our retailer networks and the profile of consumers engaging with them.

Principal tasks

- With the support of the Programmes Assistant, share responsibility for the day to day management of the programmes including the recruitment, assessment and processing of all applications for scheme membership (Own Art & Take it away)
- Working closely with colleagues across the business, to identify and resolve issues and other areas for improvement in programme delivery
- To take the lead on research and development activities that support our objectives to ensure equality of access and diversity across the two programmes
- To support the Director of Consumer Credit Programmes in the development of new business opportunities and commercial partnerships relating to the programmes
- To share the responsibility for the training, support and development of our retailer networks, including providing telephone and email support to scheme members as required
- To respond to enquiries relating to the programmes
- To take an active role in supporting the Marketing & Communications team to develop relevant content for inclusion in retailer and consumer focused email and social media communications
- To assist the Marketing & Communication team in the planning and delivery of events and public engagements designed to publicise and raise awareness of our consumer credit schemes amongst target audiences
- To attend and promote the programmes at a wide range of sector led and public events throughout the year
- To act as an advocate and spokesperson for the programmes at events and in the media
- To undertake such further duties as may be reasonably required in order to meet the needs of the business

1. Routinely link teaching to job applications, open calls, tenders and funding application processes.

Skills & Experience Required

Essential	Desirable
At least 2 years working the arts, heritage or creative industries, with a demonstrable experience/interest in the social impact of arts and culture	Experience or strong understanding the contemporary art market and/or music education
Exemplary project and programme management skills, delivering the highest quality service for the client, meeting targets and deadlines.	Understanding of consumer credit and/or experience of working in a retail environment, preferably within the contemporary art or music industries
Excellent client and stakeholder relationship management skills.	Able to understand and advise respond to needs of a wide range of creative and cultural enterprises.
Excellent data analysis and reporting skills, including the use of Smart Survey/Survey Monkey or similar.	Experience of managing regional and national projects and budgets, with a project management qualification and confidence with tools such as Gantt charts.
An excellent communicator with people on	Experience of using a CRM (Client



Link applications and opportunities to skills development plans

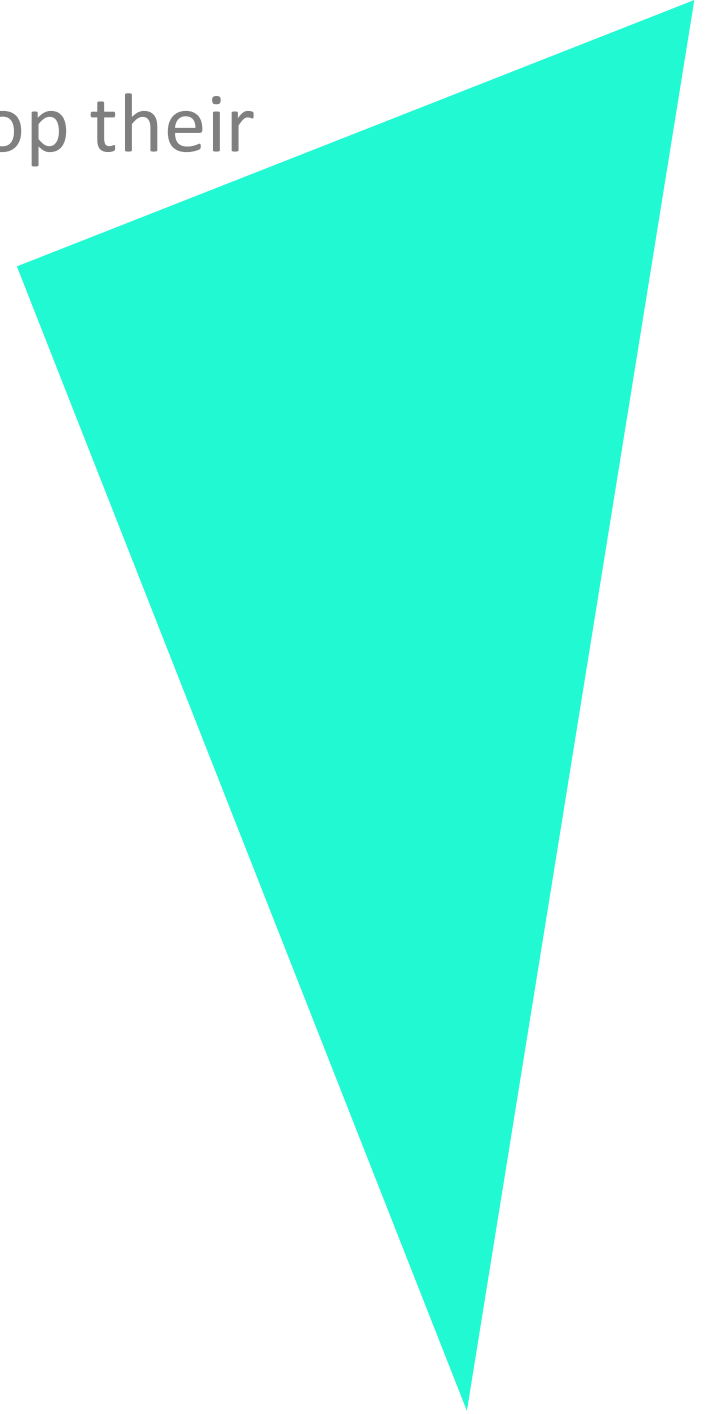


Skill		Current Knowledge and Experience	Ability rating (1-5)	Action for improvement	Ability rating (1-5)
Communication	Written				
	Verbal				
	Presentation skills				
	listening				
Design	Design documents to a professional standard				
Interpersonal	Teamwork				
	Leadership				
	Motivating others				
Organisational	Time management				
	Prioritising tasks				
	Taking initiative				
IT	MS word				
	Excel				
	Photoshop				
	Indesign				
	Write professional emails				
Numeracy	Accounting				
	Data handling				
Research	Use of source material				
	Library skills				

Skill		Current Knowledge and Experience	Ability rating (1-5)	Action for improvement	Ability rating (1-5)
Communication	Written	Writing essays for the University	3	By looking at my mistakes in previous essays and by taking in consideration the opinions of my colleagues about my work	3.5
	Verbal	Oral presentation	3	By asking to my colleague to correct me every time that I make a mistake while speaking	3.5
	Presentation skills	Power Point Presentation	3	By finding new apps to create presentations in order to apply them to the final oral presentation for Art Market and Art Education courses	3.5
	listening	Classes, Films, Documentaries	3	By starting to watch movies without English subtitles. This is particularly challenging because of the use of slangs and different accents	3.5
Design	Design documents to a professional standard	Projects for University	3	By using Photoshop and Indesign to create my projects for the University	3.5
Interpersonal	Teamwork	Group Projects for University	2	By organizing activities with my colleagues while we will be in Berlin	3
	Leadership	none	0	By finding an Airbnb for our stay in Berlin, taking the responsibility to book it and ensuring that it will be fine for each of them	2
	Motivating others	Helping friends who struggle	3	By being supportive with the activities proposed by my peers	3.5
Organisational	Time management	Finding time for university, cultural activities and leisure	4	By respecting the deadlines of three different projects. These deadlines are in the same day.	4.5
	Prioritising tasks	Understating which tasks will require more to time to be completed	3.5	By using digital and computer apps in order to plan my week months head and checking them everyday in order to be updated	4.0
	Taking initiative	none	0	By finding interesting places to go while in Berlin with my classmates	2.5
IT	MS word	Writing professional essays	3.5	By applying functions that I usually do not use for Nicola's assignment	4.5
	Excel	none	0	By watching tutorials and leaning the basic functions of data handling and account (see the attachments)	2.5
	Photoshop	Projects at the University	2	By using it for the visual contents of the Learning Pack	2.5
	Indesign	none	0	By using it has an helping toll to design the Learning Pack	1.5
	Write professional emails	Writing emails to professors	3	By writing mails to the artists for the interview	3.5
Numeracy	Accounting	none	0	By exercising with excel	2.5
	Data handling	Collecting paper documents in folders	1.5	By using digital copies and organizing them with the computer. By using excel to organize data	2.5
Research	Use of source material	Writing essays for the University	3.5	By using source material for the dissertation	4.0
	Library skills	Jstor, Ebsco, Nexis	3.5	By improving them finding material for the dissertation	4.0



2. Encourage students to develop their professional voice



Example Activity:



Online

Spend the next 10 minutes developing a digital plan to develop your professional network

- Have you googled your own name?
- What platforms do you use? Do you have a professional and personal digital footprint? (i.e. Facebook, Twitter, Blog, website)
- What content are you creating?
- Who do you want to connect with?

Social Media Plan

Organisation Name:

Organisation info:

Target audience 1:

Social Media Platforms:

Content plan:

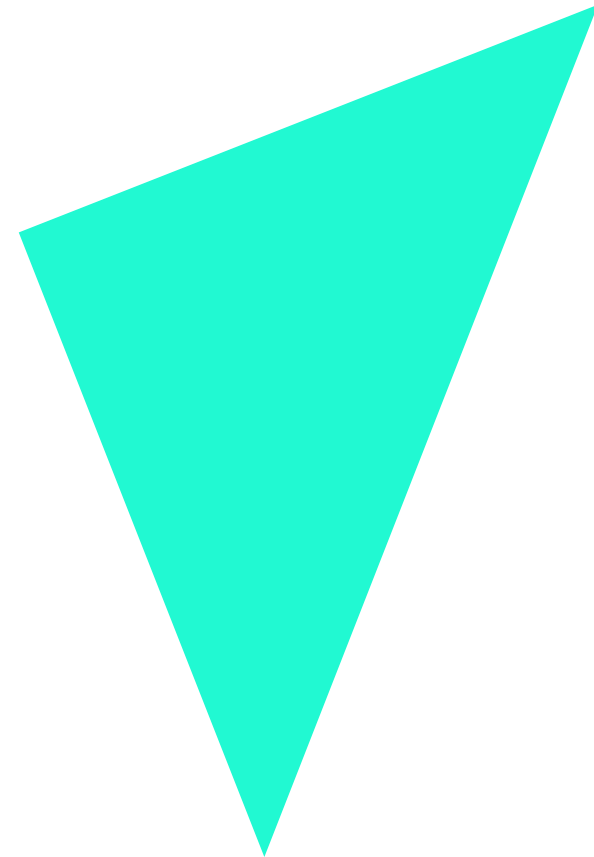
Engagement and Growth strategy:



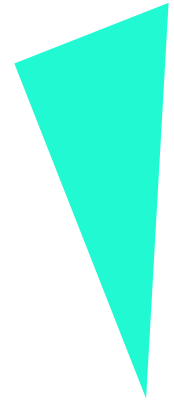
Example Activity :

Write a short bio (for a website, blog or CV) 10 minutes

- Experience
- Skills
- Interests
- Hobbies



Example Activity:



Introduce yourself.....

Do not say: ~~I'm a student~~

Do say:

I am studying

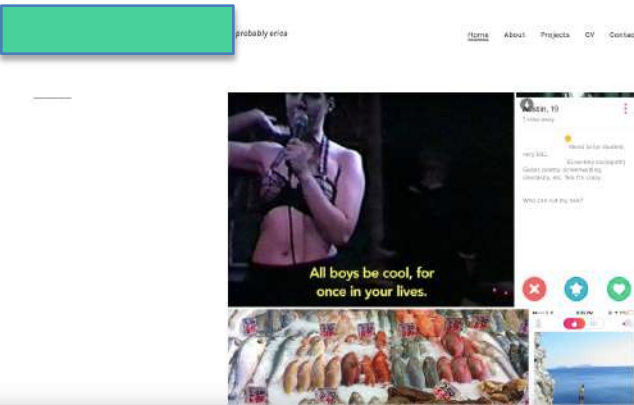
I am interested in...

I am currently researching

30 second intro



3. Frame all university work as professional practice



Past Projects

The Isolation of Masculinities: Men in Writing (2016)

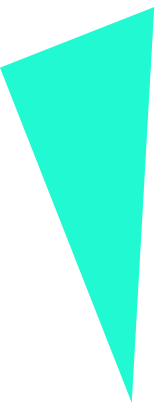
Research project centered around the experiences of men and masculinities in the arts. "Men in Writing" examined how one's creative work is impacted and shaped by the simultaneous encouragement to share a part of himself through self-expression and also stay within the confines of masculinities and the Act-Like-A-Man Box.

Unwearable (2016)

This project aimed to expose the normalization of the Male Gaze and the female body as public property, and how this manifests itself internally and externally. "Unwearable" involved the destruction and construction of clothing [to the point the clothing became unwearable] to depict the physical and emotional tolls that microaggressions, street harassment, and catcalls can have on an individual.

Beauty, Objectification, Violence (2015)

Visual and performance art, centered around dance and body movements. "Beauty, Objectification, Violence" explored the links between cultural standards of beauty, policing the body and one's actions, and acts of violence against the body.



4. Budgets and boring stuff....

Art:Work ☆

File Edit View Insert Format Tools Table Add-ons Help Last edit was made 2 days ago by erica somerson

hello@oonaghmurphy.com

Comments Share

100% Normal text Proxima N... 11 B I U A ↵ ↺ ↻ ↷

Editing ↕

WORKING IN THE ART WORLD | AVC 6200

Art: Work

DATE | TIME | VENUE

Kensington Campus - [ASA Briggs 212](#)

9.30 - 11.30


18th April

OVERVIEW - A FEW LINES TO DESCRIBE THE EVENT

Digital Provocations questions the role and influence of digital media and technology in the art world. Through provocations and stimulating responses, attendees will enjoy engaging dialogue and breakfast in good company. This open forum seeks to create lasting impressions through the continuation of conversations and relationships within and beyond the event space.

[Rachel, Kim, Erica](#)

DESIGN



5. Industry Standard Outputs

18th April 2017

9.30am – 11.30am

Digital Provocations questions the role and influence of digital media and technology in the art world. Through provocations and stimulating responses, attendees will enjoy engaging dialogue and breakfast in good company. This open forum seeks to create lasting impressions through the continuation of conversations and relationships with and beyond the event space.

- Dina al Amine, head of sales contemporary art Phillip's
- Penny Bear, sales White Cube Gallery
- Christopher Shake, director of clients' relations, Unit London, Contemporary Art Gallery Soho
- Luiza Gibb, director and founder, Flat Space Art



What would you add to this list?

1. Routinely link teaching to job applications, open calls, tenders and funding application processes.
2. Encourage students to develop their professional voice
3. Frame all university work as professional practice
4. Budgets and boring stuff...
5. Industry Standard Outputs
6. ?
7. ?
8. ?
9. ?
10. ?

1. Routinely link teaching to job applications, open calls, tenders and funding application processes.
2. Encourage students to develop their professional voice
3. Frame all university work as professional practice
4. Budgets and boring stuff....
5. Industry Standard Outputs



Thank you!

Dr Oonagh Murphy
Hello@oonaghmurphy.com
www.oonaghmurphy.com
@OonaghTweets