

Professional Practice: Mediation VC1-3

MODULE DESCRIPTOR

ECTS credits¹	10	Programme	BA (Hons) Visual Culture
NQF level	8	School	Visual Culture
Stage	1	Module Co-ordinator	Emma Mahony
Trimester	1	Module Team	Emma Mahony
Contact	Neasa Travers, Secretary School of Visual Culture: visualculture@staff.ncad.ie		
Responsibility	NCAD Academic Council / School of Visual Culture		

Introduction

The purpose of this module is to introduce professional practice skills relating to the study of Visual Culture. The module complements the critical study of art and design undertaken in other modules of the Visual Culture degree by considering the various ways that the interpretive and expressive tools analysed elsewhere on the programme have different practical applications in specific professional situations. It is also the first of a number of professional practice modules offered as part of the BA Visual Culture degree and, as such, explores the ways in which art and design are mediated by a wide range of different bodies, institutions and mediums, and the professional techniques and interests at work in each of these contexts. Later professional practice modules will offer greater opportunities for deeper study.

In *Professional Practice: Mediation* consideration will be given to the ways in which different mediating organisations – such as galleries, on-line and in-print magazines, broadcasters and auction houses – confer value on works of art and design. It will also give consideration to the role of arts organisations in funding and promoting these sectors. Students will also be encouraged to become attentive to the different languages and forms of expression employed by these mediators, to reflect on the differences between advocacy and critique. This will be tested by the range of texts produced by each student for assessment. Students will be asked to examine different writing modes – including promotional texts such as exhibition press releases, as well as critical texts such as reviews – through practical exercises.

The broad aims of this module are to:

- To understand the position and function of different arts organisations in relation to art and design practice;
- To understand how value is conferred on works of art and design by different institutions and organisations;
- To consider the ways in which different forms of expression and writing are deployed in the mediation of art and design.

What will I learn?

On successful completion of this module, students will be able to:

1. RESEARCH: Develop skills needed to generate and evaluate content, strategies and audience relationships appropriate to a range of relevant professional contexts.

2. ANALYSE: Gain understanding of how to identify and differentiate formats, genres and project outcomes pertaining to specific settings.
3. ANALYSE: Develop understanding of processes through which 'visual culture' is produced, presented and received within distinct professional contexts.
4. COMMUNICATE: Develop the capacity to use specific forms of writing in ways appropriate to specific professional contexts.
5. COMMUNICATE: Develop ability to work in a self-directed and critical manner and, where appropriate, contribute to team and collaborative projects.

Module content

How will I learn?

The module is taught in weekly classes combining lectures offering close analysis of these mediating organisations; and seminars involving close reading and analysis of key texts exploring the different roles of promotional and critical organisations.

Credits

Learning tool	Hours
Lectures and seminars	36
Specified Learning Activities	36
Autonomous Student Learning	128
Total Workload	200

What learning supports are provided?

Key readings and material illustrating the contemporary practice of mediating organisations will be shared for in class analysis. Students will also be asked to identify and source examples of good practice for class room discussion. Visits will be made to relevant institutions in Dublin.

An indicative bibliography of readings for the seminars in this module include:

- Buck, L. (2004), *Market Matters: The dynamics of the contemporary art market*. London: Arts Council England
- O'Doherty, Brian (1999), *Inside the White Cube, The Ideology of the Gallery Space, Expanded Edition*, London: University of California Press
- Shaffrey C. (2011), 'What is Public Art?', Dublin: Irish Museum of Modern Art. Available: <http://www.imma.ie/en/downloads/publicart.pdf>.
- Thornton, S. (2009), *Seven Days in the Art World*. London: Granta Publications
- Williams, G. (2014), *How to Write About Contemporary Art*, London: Thames & Hudson.

Am I eligible to take this module?	
Module Requisites and Incompatibles	
Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be

	recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

How will I be assessed?

Assessment tool	% of final grade	Timing
Portfolio of writing samples	100%	Week 12
Total	100%	

Feedback, results and grading

Assessment of this module is via submission of a portfolio of writing samples aimed at the various perspectives that contribute to our understanding of visual culture. The portfolio of writing samples may, for example, include: an exhibition press release or commercial gallery blurb (production), exhibition review (reception).

The work will be assessed employing the College’s Grade Assessment criteria (see the programme handbook). In particular, work which demonstrates a clear and critical understanding of the different modes of verbal and literary expression employed in these different mediating contexts will be credited highly.

Written feedback will be given at the end of the module. There will also be opportunities for informal and peer-to-peer feedback in class in relation to particular elements of the portfolio.

What happens if I fail?

Resit Opportunities

Opportunities will be provided during or at the end of Trimester 2 to students who do not complete all assessments in Trimester 1, but students will not be able to progress to the next stage of the programme until they have successfully completed all Year 2 modules, equivalent to 60 credits.

When and where is this module offered?

Venue: tbc

Weeks 1-12 of trimester 1.

How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About two-thirds of the way through the trimester, a student forum will be convened to gather students’ comments about their study and the delivery of the programme. In addition, at the end of Trimester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

For further details on the content of your module and teaching arrangements,
consult your Programme or Module Handbook