

## WESTERN VISUAL ARTS

Winter 2022

### UNDERGRADUATE STUDIO COURSE OUTLINE

**COURSE CODE:** AH 3690G/MCS 3690G/SA 3690B

**COURSE TITLE:** Special Topics - The Orchard Gallery - Artists & Commercial Galleries

**PREREQUISITE COURSES:** Registration in a Visual Art Module or Permission of the Department

**CLASSROOM LOCATION:** Visual Arts Centre Rm. 249

**CLASS HOURS:** Tuesday 2:30 - 5:30

**INSTRUCTOR NAME:** AH Hoekstra

**INSTRUCTOR EMAIL:** ahoekst@uwo.ca

**OFFICE HOURS:** Tuesday 1:00 - 2:00

**OFFICE LOCATION:** Visual Arts Centre Rm. 245

### COURSE DESCRIPTION:

A senior level undergraduate course that examines the complex relationship between artists and contemporary commercial galleries, using the short-lived Orchard Gallery, which operated on the Lower East Side of New York between 2005-2008, as a prism through which myriad perspectives (including artist, audience, community, and gallerist) can be interrogated. A combination of lectures, readings, and studio projects shape a nuanced understanding of the relationship between art and commerce, with focused readings and exercises addressing themes including audience, community, gentrification, and representation. This course also offers the opportunity to cultivate practical knowledge regarding the running of an art gallery, which may equally be of interest to studio, art history, and museum studies students.

### COURSE OBJECTIVES:

In this course, students will study the contemporary and historical contexts within which art galleries exist. Over the course of the semester students will engage with a number of texts and artworks to develop their practical and conceptual understanding about how, why and for who art galleries function. Students will learn the principals behind pricing artworks, as well as general gallery logistics and operations, aimed toward a final project that will see students conceptualize and plan their own art gallery. By the end of this course students will have an understanding of the practical workings of a contemporary art gallery, as well as gallery's broader function in relation to culture and the art market, as well as the economics and politics that support this.

### LAND ACKNOWLEDGEMENT:

<https://communications.uwo.ca/comms/land-acknowledgement/>

**REQUIRED READINGS** (subject to change):

- Branden W. Joesph, "Orchard Dossier" Grey Room (35), pp. 90–91
- John Miller, "Fun Gallery" Grey Room (35), pp. 92-99
- Melanie Gilligan, "Public Image LLC: The Three-Year Plan" Grey Room (35), pp. 100-107
- David Joselit, "Institutional Responsibility: The Short Life of Orchard" Grey Room (35), pp. 108-115
- Andrea Geyer and Ulrike Müller, "An Idea-Driven Social Space" Grey Room (35), pp.116-127
- The Public Studio, *Art, Design & Gentrification: a Primer*, 2017
- Ibrahim Abusitta, Why I Tallied BIPOC Artists Represented by Commercial Galleries—and What I Hope Comes Next, Canadianart.ca, June 25, 2020 <https://canadianart.ca/essays/ibrahim-abusitta-black-and-indigenous-artists-at-toronto-commercial-galleries/>
- J. Baudrillard, "The System of Collecting", *The System of Objects*, Verso, 2005
- J. Billard, Art & Gentrification: What is "Artwashing" and What Are Galleries Doing to Resist It? Artspace, 2017 [https://www.artspace.com/magazine/art\\_101/in\\_depth/art-gentrification-what-is-artwashing-and-what-are-galleries-doing-to-resist-it-55124](https://www.artspace.com/magazine/art_101/in_depth/art-gentrification-what-is-artwashing-and-what-are-galleries-doing-to-resist-it-55124)

**OPTIONAL MEDIA** (subject to change):

- Momus podcast episode 22: "What's Changed, and What Should?" with Ebony L. Haynes, June 2020

### DEADLINES:

January 11, 2022 - Gallery typology checklist

**January 25, 2022** - Reading response #1  
**February 8, 2022** - Reading response #2  
**March 1, 2022** - Reading response #3  
**March 16, 2022** - Reading response #4  
**March 30, 2022** - Final Project  
**March 30, 2022** - Final critique/presentation

**LATE ASSIGNMENT POLICY:**

Late assignments will be docked 5% a day to a maximum of 10 days, after which they will not be accepted.

**PREREQUISITES:**

You are responsible for ensuring that you have successfully completed all course prerequisites and that you have not taken an antirequisite course. Lack of prerequisites may not be used as basis of appeal. If you are not eligible for a course, you may be removed from it at any time, and you will receive no adjustment to your fees. These decisions cannot be appealed.

**PLAGARISM:**

Plagiarism, which may be defined as “The act or an instance of copying or stealing another’s words or ideas and attributing them as one’s own,” will not be tolerated. (Citation excerpted from Black’s Law Dictionary, 1999, 7th ed., p. 1170). This includes presenting the visual or aural work of another creator as your own. Visual or Aural Plagiarism may involve both hand-based media such as drawing, painting, printmaking and sculpture, as well as digital media such as photography, video and sound. It includes work subsequently manipulated or transferred between different media, as well as self-plagiarism – work submitted for assignments previously produced and graded for another course. Similar to textual plagiarism, all student work involving the visual or aural work of others must be appropriately cited/identified whether in print or orally. Failure to do so will lead to similar academic penalties as those identified in Western’s Academic Calendar.

**STUDENT CONDUCT:**

All students will conduct themselves in a manner that will be consistent with the maturity and academic integrity expected of university students. Student conduct shall be consistent with the general laws of the community and with University regulations. Students shall show regard and respect for the rights, safety, and property of all members of the University community and are expected to act in a responsible manner within the University and the community at large.

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/code\\_of\\_conduct.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/code_of_conduct.pdf)

**ACADEMIC SANCTIONS:**

In instances of non-payment of prescribed tuition and other fees, the University shall seal the academic record. When an academic record is sealed, the student will not be able to: a) view grades; b) register in future courses; c) receive transcripts or a degree diploma; d) obtain admission or readmission.

The above prohibitions shall be in force until such time as indebtedness to the University, including payment of fee for removal of the seal, has been cleared to the satisfaction of the University.

[http://www.westerncalendar.uwo.ca/PolicyPages.cfm?PolicyCategoryID=1&Command=showCategory&Keywords=academic%20sanctions&SubHeadingID=169&SelectedCalendar=Live&ArchiveID=#SubHeading\\_169](http://www.westerncalendar.uwo.ca/PolicyPages.cfm?PolicyCategoryID=1&Command=showCategory&Keywords=academic%20sanctions&SubHeadingID=169&SelectedCalendar=Live&ArchiveID=#SubHeading_169)

**ADDITIONAL COURSE MATERIAL REQUEST POLICY:**

For online courses the material may be presented in a variety of ways at the instructor’s discretion. Requests for additional material can only be made in cases necessitating academic accommodation. If a student requires Academic Accommodation for the course material, they can contact Western’s Academic Support & Engagement department. <http://academicsupport.uwo.ca/>

**ACADEMIC CONSIDERATION:**

Students will have up to two (2) opportunities during the regular academic year to use an on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student’s final grade. Students are expected to contact their instructors within 24

hours of the end of the period of the self-reported absence, unless noted on the syllabus. Students are not able to use the self-reporting option in the following circumstances:

- for exams scheduled by the Office of the Registrar (e.g., December and April exams)
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student's final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are not met, students will need to provide a Student Medical Certificate if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty academic counselling office to obtain more information about the relevant documentation.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student's Home Faculty.**

For Western University policy on Consideration for Student Absence, see: [Policy on Academic Consideration for Student Absences - Undergraduate Students in First Entry Programs](#)

and for the Student Medical Certificate (SMC), see: [http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)

#### **ATTENDANCE:**

Under university regulations, if someone misses more than 15% of their classes (15% is equivalent to missing 8 hours of Lecture and/or Studio Lab, due to absence or lateness, or a combination of both, per semester) without written corroboration for health or bereavement, students can be debarred from participation in final evaluations and/or assignments.

Note that if a student is consistently absent from a 3-hour class for 1 hour, they will exceed the 15% cutoff and be debarred; assignments may stop being accepted and such assignments will receive a mark of 0 (zero)

#### **RELIGIOUS ACCOMMODATION:**

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the Western Multicultural Calendar.

#### **ELECTRONIC DEVICES:**

During Exams: Unless you have medical accommodations that require you to do so, or explicit permission from the instructor of the course, you may not use any electronic devices during any tests, quizzes, midterms, examinations, or other in-class evaluations.

During Lectures and Tutorials: Although you are welcome to use a computer during lecture and tutorial periods, you are expected to use the computer for scholastic purposes only, and refrain from engaging in any activities that may distract other students from learning. From time to time, your professor may ask the class to turn off all computers, to facilitate learning or discussion of the material presented in class. **Unless explicitly noted otherwise, you may not make audio or video recordings of lectures – nor may you edit, re-use, distribute, or re-broadcast any of the material posted to the course website.**

#### **NORMAL BUILDING ACCESS (SEPT 1 - APRIL 30) (SUBJECT TO CHANGE):**

The John Labatt Visual Arts Centre will be closed at 10:00pm each night Monday to Friday. There will be no after-hour access for undergraduate students. The Centre is open weekends 12:00pm-5:00pm unless otherwise posted; access by side entrances only. Students should be prepared to vacate the building promptly at 10:00pm and 5:00pm. You must also sign-in with the building monitors when working in the workshop areas outside of regular office hours.

**PERMISSION re: PROMOTION:**

You grant permission for Western University to reproduce your name, information describing your artwork, representations of your work and any other information you have provided for the purpose of display, promotion and publicity either now or in the future.

By installing your artwork in the John Labatt Visual Arts Centre, you grant Western University an irrevocable, perpetual, royalty-free world-wide licence to photograph your artwork and use such photograph(s) for the promotion of your artwork and/or Western University, including, without limitation, advertising, display, editorial, packaging, promotion, television, social media, the Department of Visual Arts website, flickr, Twitter, Instagram etc.). Students wishing to not have their work photographed should not exhibit it in the Visual Arts Centre, Artlab Gallery or Cohen Commons. As the area is open to the public, students, faculty, staff and other visitors will not be prohibited from photographing your artwork while on exhibit at the John Labatt Visual Arts Centre.

You otherwise retain all ownership in your artwork.

**ARTWORK INSTALLATION LIABILITY RELEASE:**

You understand that the area where your artwork will be hanging or displayed is unsupervised and is in a part of the building that may be open to the public, day and evening, whether or not the building is open. Western University accepts no responsibility for damage to, or loss of, artwork at any time while on display or while being transported to or from the John Labatt Visual Arts Centre. By displaying your artwork in the John Labatt Visual Arts Centre, you accept all risk of loss or damage to your artwork. Western University does not provide insurance for the artwork on exhibition. If you wish to insure artwork, it is your responsibility to do so.

**REMOVAL:**

Western University reserves the right to dispose of artwork not picked up by April 15th of each year.

**SUPPORT SERVICES:**

There are various support services around campus and these include, but are not limited to:

Registrarial Services <http://www.registrar.uwo.ca>  
Student Support Services <https://student.uwo.ca/psp/heprdweb/?cmd=login>  
Services provided by the USC <http://westernusc.ca/services/>  
Academic Support and Engagement <http://www.sdc.uwo.ca/>

Students who are in emotional/mental distress should refer to Health and Wellness <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help. Immediate help in the event of a crisis can be had by phoning 519.661.3030 (during class hours) or 519.433.2023 after class hours and on weekends.

**HEALTH AND WELLNESS:**

Western offers a variety of counselling services and several mental health resources for students. If you or a friend are feeling overwhelmed, confused or unsure of your mental health state, please don't ignore it. There are steps you can take to help yourself or help others. Western provides several on-campus health-related services to help engage in healthy living while pursuing your degree. For example, to support physical activity, all students receive membership in Western's Campus Recreation Centre. Further information regarding health and wellness-related services available to students may be found at <http://www.health.uwo.ca/>.

If you are in emotional or mental distress should refer to Mental Health Support at Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

**Gender Neutral Bathrooms:**

Middlesex College does not have specifically gender-neutral bathrooms. There are two gender neutral bathrooms in the JLVAC. One is located in the Artlab and is open only during Artlab hours. A second single stall gender neutral bathroom can be found on the third floor of the JLVAC. Here is the full list of inclusive washrooms at UWO: [http://www.uwo.ca/equity/doc/inclusive\\_washrooms.pdf](http://www.uwo.ca/equity/doc/inclusive_washrooms.pdf)

Please contact the Media Lab Technician, Jennifer Slauenwhite (jslauen@uwo.ca), for card access to the elevator and stairs if you are in need of the 3rd floor gender neutral/accessible washroom for the academic year.

**VISUAL ARTS STUDIO GRADE DESCRIPTORS:**

**90-100 (Outstanding, A+)** - The studio work shows significant originality and exhibits a high degree of critical engagement. Sophisticated analysis and synthesis involving complex theoretical and conceptual thinking are demonstrated. Mastery of complex ideas is immediately evident. The studio work has originality, clarity and ambition. The project is treated with sensitivity and subtlety of thought. The quality of the background preparation and research, engagement with process and outcome of the studio production is exemplary.

**80-89 (Excellent, A)** - The studio work shows originality and exhibits a high degree of critical engagement. The work is clearly focused and intelligently presented. Mastery of complex ideas is demonstrated. The studio work has clarity and ambition. The quality of the studio production immediately engages the viewer. The studio work has been sufficiently developed and demonstrates mastery of techniques so that results are compelling. Background preparation and research, engagement with process and outcome of the studio production is impressive.

**75-79 (Very Good, B+)** - The studio work shows above average analysis, critical thinking and independent thought. It demonstrates a clear awareness of the parameters of the assignment and a very good attempt to respond creatively to them. The work demonstrates reasonable depth and/or breadth and engages in a production that is appropriate to the level of the course. The quality of studio work engages the viewer and demonstrates above-average mastery of techniques. Background preparation and research, engagement with process and outcome of the studio production is very good.

**70-74 (Good, B)** - The studio work shows a satisfactory attempt at analysis and critical thinking. It shows a good attempt to respond to assignment parameters. The work demonstrates some depth and/or breadth, making references to appropriate course material/art context. The studio production engages the viewer and demonstrates a sufficient mastery of techniques. Background preparation and research, engagement with process and outcome of the studio production is satisfactory.

**60-69 (Competent, C)** - The studio work demonstrates adequate engagement with the project. It shows an attempt to respond to assignment parameters but does so at a very basic level that lacks creativity. Engagement with studio production demonstrates basic mastery of techniques. Background preparation and research, engagement with process and outcome of the studio production is competent.

**50-59 (Marginal, D)** - The studio work shows less than adequate engagement with the topic and with the material covered by the course. The studio work waivers in its attempt to respond to assignment parameters and tends to be simplistic. Engagement with studio production demonstrates less than a basic mastery of techniques. Background preparation and research, engagement with process and outcome of the studio production is less than satisfactory.

**Below 50 (Unacceptable, F)** - The studio work demonstrates a failure to comprehend/engage the topic. The studio work is incomplete and lacks redeeming creative merit. The work clearly does not meet the minimal requirements of the assignment. Background preparation and research, engagement with process and outcome of the studio production is unacceptable.

**VISUAL ARTS HISTORY/MUSEUM AND CURATORIAL STUDIES GRADE DESCRIPTORS:**

**90-100 (Outstanding, A+)** The writing shows significant originality and exhibits a high degree of critical engagement. Sophisticated synthesis and analysis of the theoretical and conceptual

dimensions of the topic are demonstrated. Mastery of complex material and ideas is immediately evident. The topic is treated with sensitivity and subtlety of thought. The quality of the background research is exemplary. Regarding research, all major secondary sources pertaining to the topic have been consulted and proper citation has been used.

**80-89 (Excellent, A)** The writing shows originality and exhibits a high degree of critical engagement. Writing is probing through the use of comments and/or questions, and is clearly focused and logically organized. The quality of writing immediately engages the reader. Mastery of complex materials and ideas is demonstrated. The writing is of appropriate length, and demonstrates mastery of techniques so that results are meaningful and not simplistic. Regarding research, a majority of the secondary sources pertaining to the topic have been consulted and proper citation has been used.

**75-79 (Very Good, B+)** The writing shows above average analysis, critical thinking and independent thought. Written claims are supported by ample evidence and the components of the topic are well-researched and presented. The work is addressed in reasonable depth and/or breadth and covers material appropriate to the course. Written analysis is organized around focal points and the development of the argument is easily followed. The writer demonstrates an above average ability to write in an intelligible style and to condense material meaningfully and with a concern for priorities of that material. Regarding research, a representative selection of secondary sources pertaining to the topic has been consulted and proper citation has been used.

**70-74 (Good, B)** The writing shows a satisfactory attempt at analysis and critical thinking. Written claims are supported by reasonable evidence. The work is addressed in some depth and/or breadth, with references to the appropriate literature and course material. Written analysis is organized around focal points. The text is generally well written and well argued. Regarding research, a somewhat limited selection of secondary sources pertaining to the topic has been consulted and proper citation has been used.

**60-69 (Competent, C)** The writing demonstrates adequate engagement with the topic. The writing is on topic and is a reasonable response to material covered in the course, but goes no further. Written facts are stated accurately; the quality of writing is sufficiently intelligible with enough elaboration and enough connections made between ideas to permit a reader to understand the point of the text. Regarding research, an insufficient number of secondary sources pertaining to the topic has been consulted but proper citation has been used.

**50-59 (Marginal, D)** The writing shows less than adequate engagement with the topic and with the material covered by the course. The writing is a less than adequate summary of sources and/or is considerably off-topic. Written facts are stated inaccurately or ambiguously; the writing style is difficult to follow; there is insufficient elaboration to permit reader's comprehension of relations among ideas; little judgment is shown in selecting detail for inclusion in the text. Regarding research, few secondary sources pertaining to the topic have been consulted; proper citation may or may not have been used.

**Below 50 (Unacceptable, F)** The writing demonstrates a failure to comprehend the topic. Written material is disorganized and unintelligible. The work clearly does not meet the minimal requirements of the assignment. Regarding research, secondary sources pertaining to the topic have not been consulted and proper citation has not been used.