

670-347 Art and the Market: Then and Now

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: A 1-hour lecture and a 1.5-hour seminar per week Total Time Commitment: 2.5 contact hours/week , 6 additional hours/week. Total of 8.5 hours per week.
Prerequisites:	Usually 12.5 points of first-year art history.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p>
Coordinator:	Dr Christopher Marshall
Contact:	Christopher Marhsall email: cmars@unimelb.edu.au
Subject Overview:	This subject deals with the emerging area of studies of the marketing of art. It commences in 15th century Italy with an examination of the organisation of artists' workshops and concludes by analysing the relationships between contemporary artists and dealers and the market for Aboriginal art. Attention is directed to such issues as forgery, the early professional art dealer and the changing relationship of artist and patron to artist and client. Students will also examine the marketing of art in a broader sense. Auction houses and the internationalisation of the art market are thus also considered for the light they throw on our understanding of issues of commodification and perceptions of artistic worth. Other topics include artistic reputation, the artist as entrepreneur, art market and museum policies and the psychology of collecting.
Objectives:	<ul style="list-style-type: none"> # demonstrate a sound knowledge and understanding of the development of the art market from the Renaissance to the present day; # demonstrate a sound knowledge and understanding of the influence of developments in the marketing of art on the ways in which art and artists are perceived within society.
Assessment:	A 300 word exercise 20% (due during the semester), a 2000 word research essay 40% (due during the semester), and a 1700 word take home examination 40% (due in the examination period). A minimum 75% attendance at tutorials is also expected as a hurdle requirement in order to pass the subject. Note: Assessment submitted late without an approved formal extension will be penalised at 2% per day. Students who fail to submit up to 2-weeks after the final due date without a formal extension and special consideration will receive a fail grade for the piece of assessment.
Prescribed Texts:	A subject reader will be available.
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses: # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2009/J07)

	<p># <u>Bachelor of Commerce</u> (https://handbook.unimelb.edu.au/view/2009/F04)</p> <p># <u>Bachelor of Environments</u> (https://handbook.unimelb.edu.au/view/2009/A04)</p> <p># <u>Bachelor of Music</u> (https://handbook.unimelb.edu.au/view/2009/M05)</p> <p># <u>Bachelor of Science</u> (https://handbook.unimelb.edu.au/view/2009/R01)</p> <p># <u>Bachelor of Engineering</u> (https://handbook.unimelb.edu.au/view/2009/355-AA)</p> <p>You should visit <u>learn more about breadth subjects</u> (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # be able to research through the competent use of the library and other information sources, and be able to define areas of inquiry and methods of research in the preparation of essays; # be able to conceptualise theoretical problems, form judgements and arguments and communicate critically, creatively and theoretically through essay writing, tutorial discussion and presentations; # be able to communicate knowledge intelligibly and economically through essay writing and tutorial discussion; # be able to manage and organise workloads for recommended reading, the completion of essays and assignments and examination revision; # be able to participate in team work through involvement in syndicate groups and group discussions.
Related Majors/Minors/ Specialisations:	Ancient, Medieval & Early Modern Studies Major Art History Art History Major