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## ART APPRECIATION AND LUXURY MANAGEMENT

**Course Description:** This is an introductory course giving students a basic familiarity with art, visual analysis, and the art market. Classes are a combination of lectures, discussions, and student presentations.

**Course Goals:** Students will learn to:

- Use the basic terminology employed in the study of architecture, sculpture, drawing, painting, prints, and photography.
- Use visual analysis to determine the formal characteristics and styles of the artwork.
- Develop effective communication and analytical skills to discuss, compare and contrast works of art, both verbally and in writing.
- Research works of art to determine their history and current evaluation.
- Assemble a collection of works of art and document it.

**Course Hours:**

The course has 20 class sessions in total. Each class session is 120 minutes in length. The course meets from Monday to Friday. Each course has a total of 40 class hours (4 credit hours).

**Required Text:**

Fred S. Kleiner, *Gardner's Art through the Ages: A Global History*, 13th edition, 2010. Other PDFs will be provided, including *The Global Art Market: Perspectives on Current Drivers and Future Trends*, and *Economics of the Art Market*.

**Course Requirements:**

- Two class presentations. The first will demonstrate the student's ability to discuss art objects from the perspectives introduced in class; the second will introduced to the class the collection that the student has made according to the criteria given in the classes. There will also be two written components: the first will be an in-class exercise to show that the student can use the concepts introduced in the first part of the course to analyze art; the second will be the documentation of the collection that the student has assembled during the course.
- Attendance and participation in all classes.
- Please bring your lap-top computer to class for the classes on the Art Market and Collecting as we will be exploring internet sites.

**Grading Policy:**

If you would like to dispute any grade in this course, you must do so within one week of receiving the grade.

A+	100-97	C+	79-77
A	96-94	C	76-74
A-	93-90	C-	73-70
B+	89-87	D+	69-67
B	86-84	D	66-60
B-	83-80	F	59-0

**Assessment:**

Class Presentations= 40%;

Written Class Exercises and Documentation = 40%;

Participation and Attendance 20%

### Schedule of Classes and Assignments

**Wednesday 7/13 Introduction to the Course:** Art appreciation, art history, and the art market

#### SECTION 1:

**Thursday 7/14** Your textbook, *Gardner's Art Through the Ages: A Concise Global History* will provide documentation for this section of the course. **Visual Analysis:** The materials of art: sculpture and ceramics

**Friday 7/15 Visual Analysis:** 2) The materials of art: painting, drawing, prints and photography

**Monday 7/18 Visual Analysis:** 3) Architecture

**Tuesday 7/29 Visual Analysis:** 4) Composition, light and shade, line and color, texture

**Wednesday 7/20 Visual Analysis:** 5) Subject Matter: Figure, landscape, still life, abstraction

**Thursday 7/21 Visual Analysis:** 6) Purposes of Art: Religious, political, philosophical, aesthetic pleasure

**Friday 7/22 Class Presentations:** Discussing art

**Monday 7/25 Identifying Historical Art Styles:** Varieties of Representation

**Tuesday 7/26 Identifying Historical Art Styles:** Varieties of Representation

**Wednesday 7/27 Identifying Historical Art Styles:** Varieties of Abstraction

**Thursday 7/28 Identifying Historical Art Styles:** Post Modern Styles and Mixed Media

**Friday 7/29 Written Class Exercise:** Identifying Basic Historical Art Styles

#### SECTION 2:

**Monday 8/1 Introduction to Patronage and Collecting.** Documentation of Art: Reading museum, galleries, and auction house catalogues. Using Internet Resources: [www.thearttribune.com/](http://www.thearttribune.com/); <http://theartnewspaper.com/>; [www.christies.com/](http://www.christies.com/); [www.sothebys.com/](http://www.sothebys.com/); <https://www.bonhams.com/>; <https://artnet.com/>. Using and evaluating general search engines such as baidu, bing, google, etc. Databases of stolen art: <http://www.artwis.com/stolen-art-register/>; <http://www.interpol.int/Crime-areas/Works-of-art/Database>

**Tuesday 8/2 Assembling a collection:** Choosing a theme (medium, artist, subject). Using the internet to identify appropriate works of art.

**Wednesday 8/3 Exhibitions and their documentation**

**Thursday 8/4 The Art Market:** 1) Buying and selling art. Art as an investment.

**Friday 8/5 The Art Market:** 2) Maintaining records. Writing catalogue entries.

**Monday 8/8 Class presentations:** Students present the imaginary collections they have assembled, with written catalogue entries.

**Tuesday 8/9 Class presentations:** Students present the imaginary collections they have assembled, with written catalogue entries.