

CAPILANO UNIVERSITY COURSE OUTLINES			
TERM: SPRING 2017		COURSE NO: ART HISTORY 251	
INSTRUCTOR:		COURSE NAME: FORTUNE, FAME, FORGERY: ART AND BUSINESS	
OFFICE: E-MAIL:	LOCAL:	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:			

COURSE FORMAT:

Three hours of class time, plus an additional hour delivered through on-line or other activities (field trip, etc.) for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES:

None.

COURSE DESCRIPTION:

This course is an in-depth look at the intersections of art and the market, how art becomes an investment, how auction houses function, and the criminal element that tries to cash in through art theft and forgery. We will examine a number of case studies to understand the world of art and business, from Sotheby's to museum intrigues to critical reviews to the elite world of art collecting and donor gifts.

The material in the course is presented as both a series of power point lectures (with visual examples), class discussions of the readings, and guest speakers when appropriate. **Be prepared to contribute to and/or lead group discussions of the weekly readings.**

COURSE LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

- Articulate a broad understanding of the relevant players in the art market;
- Express in writing and speech the various ways in which art is an investment bought and sold on the marketplace;
- Utilize the specialized vocabulary learned to describe and interpret judgements about, and debates over, the value of art,
- Apply this understanding to discussion and written work, including short think pieces, an exam and a final project.

COURSE WEBSITE:

A Moodle site accompanies the class and students are expected to check it regularly for messages, assignments, relevant links and suggestions for further readings. <http://moodle.capilanou.ca>

REQUIRED TEXTS:

Robertson, Iain. *Understanding Art Markets. Inside the World of Art and Business*. London. New York: Routledge, 2016.

Thornton, Sarah. *Seven Days in the Art World*. New York. London: W. W. Norton and Company, 2008.

ADDITIONAL READING:

Will be provided on the Moodle site, including excerpts from Thompson, Don. *The \$12 Million Stuffed Shark: The Curious Economics of Contemporary Art* (Canada: Doubleday, 2008) and Amore, Anthony M. *The Art of the Con* (New York: St. Martin's Press, 2015).

COURSE CONTENT:

Week 1 Introduction to the Themes of the Course

Week 2 The History of Connoisseurship and Forensic Approaches to Art

Week 3 Who Runs This Show? The People Behind the Scenes

Week 4 The Art Market and How it Functions

Week 5 Auction Houses: The Buying and Selling of Art

Week 6 The Art Dealer and Collecting as Investment / The Art Fair and Biennale

Week 7 Who Sells and Why: The Famous, The Infamous, and the Value of the Signature

Week 8 Art Theft and Looting: Case Studies

Week 9 Art Forgery: "Fake or Fortune"

Week 10 Commodification and the Artist as Brand

Week 11 Philanthropy, Donors, and Museums

Week 12 Presentations of Final Projects

Week 13 Presentations of Final Projects

Week 14 & 15 FINAL EXAM PERIOD – No Exam, but Final Projects Due in Week 14

COURSE ASSIGNMENTS:

All students are required to complete 2 short think pieces, a midterm exam in class, and the final project (the project must also be presented to the class). Together these will measure how well the learning outcomes are being achieved.

EVALUATION PROFILE:

Participation (5% attendance, 5% group discussion)	10%
2 short think pieces (15% each)	30%
Midterm Exam in Class	30%
Final Project (25% content, 5% presentation)	30%

Total	100%

GRADE PROFILE:

A+ = 90 - 100%	B+ = 77 - 79%	C+ = 67 - 69%	D = 50 - 59%
A = 85 - 89	B = 73 - 76	C = 63 - 66	F = 0 - 49
A- = 80 - 84	B- = 70 - 72	C- = 60 - 62	

OPERATIONAL DETAILS:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Attendance: Attendance will be taken. Failure to attend classes regularly will inevitably result in poor grades.

Late Assignments: Late assignments will be penalized 2 points per week, unless an extension is given. This must be requested in advance and is granted only under exceptional circumstances, usually requiring a doctor's certificate.

Missed Exams: Make-up tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crisis. Students should be prepared to provide proof of inability to write the test on the scheduled date (e.g. letter from doctor).

English Usage: It is the responsibility of students to proof-read all written work for any grammatical, spelling and stylistic errors. Marks will be deducted for incorrect grammar and spelling in written assignments.

Incomplete Grades: Given at the discretion of the instructor. Generally given only in medical emergencies or severe personal crises.

Electronic Devices: No personal electronic devices (cell phones, laptops, etc.) may be used during an examination. During an exam, turn off all cell phones and remove them from the desk.

Emergency Procedures:

Students are expected to familiarise themselves with the emergency procedures posted on the wall of the classroom.