

ART ACADEMY LONDON

Graduate Programme - *Entering the Art World* - Handbook
Academic Year 2020/21

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Note

Every effort is made to ensure that the information provided to students prior to starting at the Academy is accurate e.g. at Open Days, interviews, on the website and in our prospectus. We also make every effort to keep students up-to-date with relevant information throughout their studies.

We take all reasonable steps to provide the educational services described in our Prospectus. However, the content of individual courses and the curriculum for any given programme are under constant academic review and may change from time to time, with some elements being modified, discontinued or replaced. It is important to appreciate that we respond continually to student feedback to make improvements and these will include modifications to curriculum content.

1. Introduction

Welcome to Art Academy London's Graduate Programme *Entering the Art World*. The Programme, open to those who have previously completed a Fine Art undergraduate degree (or the Art Academy Fine Art Diploma), is an empowering practical course that encourages students to take control of their artistic and professional progression following the completion of their undergraduate studies. This supportive course will enhance students' professional approaches to interacting with the art world, whilst ensuring a continued focus on the development of their artistic practices through group critiques and tutor feedback.

Working with tutors who are experienced, professional artists, students will consider their creative practices and how to develop their work. They will also explore how to present and exhibit their work, with advice on writing personal statements, press releases and proposals, and discussion about networking, exhibiting, applying for residencies and entering competitions. The Programme features talks from visiting curators and external visits, for example to an artist-run contemporary art space. It culminates in a student organised group exhibition. Graduates from the Programme will leave with the knowledge and confidence to engage actively in and to help to shape the art world around them.

This document sets out for you the key things you need to know about your Graduate Programme, including the programme structure, the key requirements of the course, how it is assessed and how it is taught. It should be read alongside the **Student Handbook** which tells you all you need to know about the organisation, staff and facilities here at the Academy to support you in your studies.

You will be able to access additional information about the programme, and information more generally about the Academy, via our Virtual Learning Environment, Moodle, once you have been inducted in its use. This is where you will find up to date information about your tutors, your timetable and other aspects of the programme. You will also be able to access all the Academy's regulations and policies. If there is any further information you need, the Academy staff are here to help you. Please feel free to ask questions of any staff member at any time.

At the Academy our aim is to ensure you get the most from the time you spend with us. Our staff and tutors are here to support, guide and challenge you, in order to help you to develop your artistic practice to the very best of your ability.

We wish you every success during your studies with us.

Sue Spaul
Director of Programmes

2. Academic calendar

Calendar of term and session dates to be added.

3. Attendance

The Academy aims to enable all students to enhance their learning experience and develop their personal skills by requiring them to take a professional attitude to attendance and punctuality.

The Academy expects the following of all students:

- To attend all timetabled classes as required by the programme on which they are enrolled.
- To arrive on time for classes; late arrival causes disruption to other class members and is unfair to the tutor.
- To notify the Academic Team of any known lateness in the morning so it may be brought to the tutor's attention.
- To notify the Academic Team in advance of any absences so it may be brought to the tutor's attention.
- To independently make arrangements to catch up on any work missed during absence.

- To give a week's prior notice to the Academic Team of any absence or lateness where extra-curricular arrangements unavoidably conflict with classes (acceptance of the validity of the request is at the discretion of the tutor).

Art Academy London's expectation is that you should attend 100% of your timetabled hours and arrive punctually at the beginning at each session. You must have an overall attendance record of at least 80% in order to successfully complete your programme; however it should be noted that personal and unavoidable circumstances will always be taken into consideration.

Electronic registers are taken at the start of each day and again after lunch. You must also be present for 80% of each individual class to be regarded as having attended that class: e.g. if you arrive after the morning break for a whole day class you will be marked as absent. Likewise if you arrive on time but leave at the afternoon break.

If you are having difficulties attending classes because of personal, financial or academic problems please talk at an early stage to the relevant staff - Academic Quality and Programme Manager Academic Quality and Admissions Coordinator or the Programme/Pathway Leader.

A poor attendance or punctuality record could result in the following:

- Possible action under the Academy's Disciplinary Policy and Procedures which identifies unauthorised absenteeism or poor punctuality as misconduct and as such is subject to disciplinary procedures.
- The student's registration on the programme may be terminated.

Please contact the Academic Programme Manager or the Academic Administrator regarding any attendance issues on the number provided below under Staff, Academic Team.

4. Staff

Key Academic Staff (programme delivery)

Sarah Gillham Tutor

Mindy Lee Tutor

All the teaching staff at the Academy are practising artists, and therefore don't work full time. The Graduate Programme is run by Sarah Gilham and Mindy Lee. Both can be contacted via Moodle messaging or via the office. If you undertake Electives in addition to the programme, you will be taught by a number of tutors in your Elective Skills Workshop Courses who may only be in for their teaching days - one day a term for one or more terms over the year. Should you need to contact these tutors, the Academic team can contact them on your behalf (see below).

Academic team

Sue Spaul	Director of Programmes	sue@artacademy.org.uk
Rebecca Kunzi	Academic Programme Manager	rebecca@artacademy.org.uk
Aimee Briggins	Admissions Administrator	admissions@artacademy.org.uk
	Academic Administrator	aimee@artacademy.org.uk
Tomas Chandler	General Administrator	tom@artacademy.org.uk

The Academic Team is responsible for the day-to-day organisation and running of all academic programmes. Most members of this team are full time and can be found in the main office (both during term time and during most holiday periods). The Academic Programme Manager works closely with Sue, the Programme/Pathway Leaders and Tutors to ensure the smooth running of your programme, that all students are happy, safe and making progress in their studies. The Admissions Administrator looks after the admissions process, working with the Director of Academic Quality, Standards and Student Experience.

Members of the Academic Team are available to speak to students at any time during office hours (9am-5pm), when they can also be contacted on **020 7407 6969**.

5. Programme overview

The Graduate Programme is built around eight all day sessions (10am to 5pm): seven of these are scheduled through the academic year (September to July) with the eighth session the following September, immediately before the student organised group exhibition which takes place then.

Below is an outline of the programme. This is an outline only, and is subject to change. Final arrangements will be confirmed at the beginning of the academic year.

Session One: Current Practice

The initial session provides an opportunity for students on the Programme to get to know one another, and to become familiar with each person's art practice. During the morning, students will be required to give a short presentation about their work. This will be followed by a group critique where students will discuss their practice with their peers and the Programme tutors, focussing on current challenges and medium-term goals.

Session Two: Personal Statements and how to approach a group exhibition

The second session will focus on the development of personal artist statements. Students will bring their statements to the session. The group will take part in a tutor led workshop considering personal statements and their purpose, following which students will refine their statements with individual support from the tutors. A group plenary session will consider the edited versions for further discussion.

In the afternoon, there will be an initial discussion about the group show to be mounted at the end of the Programme. This Session starts to explore curation, a primary focus of the Programme, with students examining what curation is, how to come up with ideas for a group show and how to find context for work from a collective. Consideration will be given to possible venues.

A further short group crit may be held, if time allows.

Session Three: Critique and developing work towards a group exhibition

The third session is centred around the critique of new work being created in response to the brief for the show. The group will jointly refine the brief. Students will be encouraged to focus on how to make work with other artists work in mind, using it as a catalyst to respond to and allowing it to inform the development of work. The group will also explore the potential for collaboration between artists or the installation and making of site specific work.

Session Four: Funding and Writing Proposals

This session examines approaches to funding. It will include:

- what are the different types of funding bodies;
- what might you get funding for;
- when should you apply for funding;
- how can you make your application attractive to funding bodies;
- how should you document your project for funding bodies.

The session will also consider how to write a proposal for an exhibition, including a group exhibition, and how to approach an application for a residency.

The group will discuss arrangements for the show and tasks that need to be undertaken and jointly agree roles and responsibilities.

In the afternoon, there will be a visit to Turf Projects, an artist-run contemporary art space in Croydon, including a meeting with founding members.

Session Five: Press Releases, Publicity and Social Media

Session Five starts with a talk and Q&A with Alex Gough, artist, founding member and gallery manager of Block 336.

The Session will then focus on how to write a press release. With guidance from tutors, the group will work on writing a press release for their show. The Session will also explore how to use social media to promote ongoing practice and research. The group will consider wider publicity for their show.

The group will then present and critique work that has been further developed in relationship to the theme of the group show.

Session Six: Curation

This session starts with a talk and Q&A with Curator/Artist Cathy Lomax (Transition Gallery, Arty and Garageland Magazines). The group will then participate in a practical exploration of curation, considering how space is read and how context shifts in relation to the placement of work.

Session Seven: Developing Practice

Session Seven comprises a final supportive critique that examines all aspects of each participant's practice (experimentation, research, development, theory).

The day will conclude with a discussion around final arrangements for the show.

Session Eight: Curating and Hanging the Show

In the final session the group will hang their show with support and guidance from tutors.

6. Programme Assessment

As the Graduate Programme is primarily intended to enable students to develop their practice in a supportive environment, there is no formal, summative assessment. The Graduate Programme is not graded or classified. Students are required to attend all sessions of the Programme, which relies for its success upon the active involvement of all participants.

Formative assessment is central to the teaching and learning strategy at the Academy and Graduate Programme students will be provided with continuous formative assessment through active learning opportunities such as one-to-one and group critique sessions. This enables students to analyse their own progress and take control of their learning in order to maximise strengths and address weaknesses. Formative feedback is provided verbally and not recorded.

9. Group Exhibition

All students on the Graduate Programme are expected to participate in the group exhibition.

It is the responsibility of the group to source a location and to collectively fund the venue, promotion and associated costs. This is not included in the tuition fees.

All promotional material for the Group exhibition is subject to approval by the Academy marketing team.

9. Fees

The cost for the programme is £750.

Students on the Programme may additionally opt to take one or more Elective Skills Workshop course at Art Academy London, at a cost of £450 per course.

Students on the Programme can also use specialist facilities throughout the year (term time only, advance booking required) for a fee of £25 per day (10 - 5), during open access sessions. Technical support is available on all open access sessions:

Digital Suite - Wednesdays and Fridays

Print Studio - Wednesdays

Wood & Metal Workshop - Wednesdays and Fridays