

<b>Course Title</b> From the Artist to the Audience				
<b>Course Leaders and Contacts</b>  Course Leader: Szilvia Mucsy <a href="mailto:szilvi.mucsy@gmail.com">szilvi.mucsy@gmail.com</a>				
<b>Code</b> M-KF-301-MI-20222301-04	<b>Place in web</b>	<b>Recommended semester</b> MA1-2	<b>Credit</b> 5	<b>Contact hours: 48</b> <b>Individual work: 102</b>
<b>Connected codes</b>	<b>Type:</b> seminar lecture, practice, consultation	Optional course: No	Precondition if optional: -	
<b>Course Connections (preconditions, synchrony)</b> -				
<b>Goal of the Course</b>  The course is conducted in partnership with the Budapest Photo Festival and its partners (e.g. Turbina Cultural Centre, Erzsébetváros Municipality, galleries, international cultural institutions...) MOME students can enrich the BPF's programme by creating an exhibition and accompanying programme. During the course, they will gain insight into the organisation of the Festival and will have the opportunity to contribute to its development with their visual ideas and personal work.  The aim of the course is to get from the creative process, the creation of an artistic project, to the audience by solving interdependent tasks. It conveys the complex way of thinking that enables the communication between the artist and the audience. It demonstrates the complexity of the professional task, the end result of which is that the work communicates with the recipient in an exhibition context.  It aims at broadening the creative thinking, in which the artistic concept is explained step by step, from the creation of the photographic project, through the installation of the works, the curatorial and exhibition plan, the creation of the theoretical background, the related brand ID elements and the management of the exhibition, the organisation of the related programmes, the creation of related publications. This will enable the participants to apply creative and strategic methods together and to understand their financial background.				
<b>Learning Outcomes (professional and general competencies to be developed):</b>  The course provides a professional toolkit for publishing and exhibiting your work. It broadens the horizons of creative thinking, and encourages the verbalisation of an independent artistic concept and participation in professional discourse, through the use of current photographic examples and social context.  The students, coming from different fields, will be able to see the artistic and installation process in a complex way, use the appropriate installation tools, develop a theoretical background and work with the relevant representatives of the co-profession (curator, graphic designer, exhibition organiser, PR officer, public relations officer, writer...) and to bring their creative ideas to the audience according to their goals.  Knowledge Familiarise with current trends in exhibition installation and organisation. / Understand the different phases of the complex professional task that follows the creative process and how these are realised. / Understand the means of communicating the work on the national and international scene. / Understand the means of communication to present the artistic work in its best form. / Understand how one's work communicates with the audience. /				

Understand how to reach the widest possible audience platform. / Collaborate with other professionals involved in the project. / Understand the financial implications of the project to be implemented.

#### Ability

Ability to translate the creative product into an installation that best communicates the concept / Knowledge of presentation and exhibition formats and their effects. / Ability to communicate the creator's message to the receptive audience. / Understanding that to deliver the message, once the creative process is over, a new, complex, multi-actor work process begins by necessity / Ability to think creatively and innovatively about installations, exhibition programmes and exhibition publications in an individual way. / Ability to apply innovative ideas in verbal communication. / Effectively use the knowledge acquired to gain insight into the whole process from the creation of the creative product to the creation of the exhibition and the organisation of the related programmes promoting the exhibition / Understanding the process of creating the exhibition concept, the conception and execution of the installation and the different phases of the organisational tasks / Ability to formulate and solve problems independently / Ability to manage and develop one's creativity / Ability to think effectively in practical areas and to prepare a financial plan. / Ability to build international contacts and to cooperate with colleagues or students abroad in professional processes.

#### Attitude

Experimenter, able to be flexible and discretionary / Thinks creatively. / Confident, tenacious. / Strives to find problems independently and to participate in the creation of collaborative artistic productions in which he/she works with other disciplines. / Seeks to create authentic, empathetic opinions. / Reflects on the social implications of their work. / Strives to comply with the ethical standards of his/her profession / Has a creative attitude that seeks to participate creatively in the creation of designs, artistic productions and independent works. / Value-oriented. / Actively seeks new knowledge, new methods, and creative and dynamic ways of realisation.

#### Autonomy and responsibility

Professional self-concept is characterised by creative strength, autonomy and self-awareness / Regularly initiates, leads and shapes projects / Independently plans and manages medium-scale visual arts projects.

#### **Themes and Problems Addressed in the Courses**

The realisation of an exhibition based on a complex photographic work, including the conceptualisation of the project, the theoretical background, the design of the installation, the design of the brand ID, the exhibition space, the design of the wall view, the planning and organisation of the opening, the creation of the related programmes and the design and realisation of the printed materials (zine, flyer...) related to the exhibition.

#### **Schedule**

9 September: Demonstration of the curatorial and festival management process through examples  
16 September: Designing an Art Market / MOME booth, looking for new forms of presentation outside the classical installations  
23 September: Art Market / Review and selection of projects and exhibitors  
30 September: Art Market / Teamwork, definition of tasks  
6 October: Art Market / On-location work  
14 October: Art Market / After-communication: discussion of experiences.  
28 October: Presentation of the Budapest Photo Festival. Details of the MOME exhibition included in the BPF programme.  
5 November: Review and selection of projects and exhibitors, selection of curators, brand ID/visual designers and organisers, assignment of tasks.  
13 November: BPF / Recce.  
20 November: BPF / Design and creation of the brand ID/visuals prepared by the students.  
27 November: BPF / Design of the related activities by the students.  
2 December: summary and evaluation

#### **Evaluation:**

Five-point grading system

Last class is a presentation of the individual contribution to the group projects (AM, BPF)

#### **Hand in**

Presentation (horizontal A4 format PDF file) containing the research stages of the semester and the final work