

Macao Polytechnic Institute

School of Arts

Bachelor of Arts in Music

Module Outline

Academic Year 2021 / 2022 Semester 2

Learning Module	Planning and Producing an Exhibition/ Performance	Class Code	MUSP0102		
Pre-requisite(s)					
Medium of Instruction	Chinese and English	Credit	3		
Lecture Hours	12 hrs	Practice Hours	33 hrs	Total Hours	45 hrs
Instructor	Leung Hio Ming	E-mail	hioming@ipm.edu.mo		
Office	Room M406, Meng Tak Building 4/F, Main Campus	Telephone	85993221		

Description

This is a module of planning and executing a really exhibition/concert. The students will first plan the event and generate a complete and detail plan. With debate and revision, the students will finalize the proposal. They will then do the onsite running of the exhibition/concert and carry out every procedure under the supervision of the instructor. After the event, the students will do a complete review and critic on their action during the organization and execution of the event. Finally a report/review of the event will be handed in.

Learning Outcomes

After completing the learning module, students will be able to:

1. Draw a complete and practical plan for an exhibition/concert
2. Organize and run an exhibition/concert
3. Generate a report/review of running the actual exhibition/concert

Content

1. In class lecture and discussion (12 hours)

- 1.1 Review all the principles of arts management (3 hours)
- 1.2 Presentation of the plan/proposal of the actual exhibition/concert (3 hours)
- 1.3 Debate, criticize, and revise the plan (3 hours)

2. Finalize the plan with another presentation and critic (3 hours)

Onsite practice (33 hours)

- 2.1 Preparation for the exhibition/concert, including onsite visit, discussion with the artists, obtain all needed material of the event. (6 hours)
- 2.2 Real world execution of promotion and obtaining sponsorship (6 hours)
- 2.3 On site execution of the exhibition/concert, including organization of venue setup, floor plans, display of exhibition items, rehearsals, stage management, utilizing sound/light/electronic devices, moving instruments and set up stages for various programs, etc. (18 hours)
- 2.4 Critic, review, idea exchange after the exhibition/concert (3 hours)

Onsite practice

Date	Practice Item	Description
Beginning of the semester	Preparation for the exhibition/concert	Drafting a plan, with all the details and job distribution, schedule, working groups, venue, floor plan, exhibition items, equipment, instruments, stage plan, etc.
One month before the exhibition/ concert	Promotion, Sponsorship, PR	Prepare poster, promotion materials, house program, gaining sponsorship, inviting VIPs/news medias, MC script, news and report before and after the habitation/concert, etc.
One week before the exhibition/ concert	Venue setup/ Rehearsals	Scheduling, organizing, rehearsals, venue setups, PR, stage helpers, utilizing various devises in venue/stage, etc.
Opening day/ Concert day	Actual opening of exhibition/concert	Execution of the actual concert according to the plan and preparation.

Teaching Method

Lectures, case studies, on site execution and group debate/critic/discussion.

Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”.

Assessment

This module is graded on a 100 point scale, with 100 being the highest possible score and 50 the pass score.

	Item	Description	Percentage
1	In Class Work	Planning the exhibition/concert and doing preparatory works	20%
2	On Site Practice	Running, organizing and executing the rehearsals and opening/concert	60%
3	Final Report	Generate a work-log of each stage of running the concert and a final report with critics and reflections	20%
Total:			100%

Teaching Material(s)

1. 鄭新文。(2008)。藝術管理概論—香港地區經驗及國內外案例。上海：上海音樂出版。
2. Kelly, Thomas A. 楊淑雯譯。(2010). *The Back Stage Guide to Stage Management*. 台北：台灣技術劇場協會。
3. 夏學理。(2011)。展演機構營運績效管理。台北：五南圖書出版股份有限公司。
4. 何康國。(2011)。藝穗節與藝術節—全球化的表演藝術經營。台北：小雅音樂。