

### OVERVIEW

In this multi-staged project, you have been tasked with curating a small-scale exhibition about selfies. The number one goal of an exhibition of any type is to educate and engage its audience. Usually, this is done around a specific theme, perspective, or idea. Your goal is to choose an exhibition theme and group of 6-10 objects that you can organize towards this end. At least two of the objects must be selfies. Others can include anything that you like (e.g. photographs, artworks, technology, everyday items, newspaper excerpts, sound or video clips, etc...). The only requirement is that all objects must exist in some form – meaning they can't be hypothetical. You must locate your exhibit at a specific venue or site (e.g. MOMA, Kennedy Library, the San Diego Air & Space Museum, Higuera St., a URL, etc...).

The final exhibit will include:

- **A location and title**
- **A group of 8-10 objects**
- **A plan to organize these objects**
- **Wall text (e.g. labels)**
- **An introductory catalogue essay**

A good project should...

- **Have a clear and identifiable theme, perspective, or idea**
- **Creatively select and organize objects to support**
- **Bridge scholarly and popular discussions**
- **Take into account the relationship between audience, theme, objects and organization**
- **Leave its audience with a more critical perspective on selfies**

### What's due when?

Be forewarned, this is a big undertaking. So, I am going to ask you to complete it in multiple stages or assignments. Each includes components that will help you to develop and revise your exhibition as the quarter progresses. Specifics on the details of each stage can be found in their individual descriptions.

1. **Exhibition Proposal due Monday 5/9 at the beginning of class**
2. **Exhibition Draft 1 (Plan) due Week 9 during individual meetings**
3. **Exhibition Draft 2 (Essay) due Wednesday 6/1 at the beginning of class**
4. **Exhibition Portfolio due Wednesday 6/8 at 10:10am (Final Exam)**

## EXHIBITION PROPOSAL

**Due Monday 5/9** in hard copy at the beginning of class (5%).

Write a brief proposal developing your ideas about the exhibition that you would like to do. This should include:

- *A statement of theme.* Briefly describe the unifying theme, perspective, or idea that you will organize your project around.
- *An object list.* Identify and describe the 6-10 objects that you will include. Include images or links when relevant.
- *A statement of purpose.* (1 paragraph) What is the purpose of this exhibition? Is it to educate, to provoke, to inspire...? What do you want your audience to walk away with? How will the exhibition's theme and selection of objects help facilitate this? If you already have a specific location in mind, here would be a good place to include it along with why this location and your exhibition are a good match.
- *A statement of exploration.* (1-2 pages) Explain the ideas that you already have in mind for your exhibition. For example, you might talk about how you will organize the objects, the exhibition's title, or the ideas/texts that we have talked about in class that are related to it. Be sure to keep your audience in mind. They will be the ultimate judges of a successful exhibition.

This assignment is designed to get you thinking and check in with me and your classmates about the direction your exhibition is heading. The more specifics you can give us, the better. Don't be afraid to throw out an idea in concrete terms. If it ends up not working, you can change it.

### EXHIBITION DRAFT 1 (Plan)

**Due Week 9** during individual meeting. Hard copy + uploaded to PolyLearn (15%).

You've already started to develop your ideas for your exhibition project. Now it's time to put them into practice. For this assignment, you will draft an exhibition checklist, map, and any wall text or labels that will accompany your objects. You will also start thinking about what you want to include in your curatorial essay.

#### Draft Components:

- *A revised statement of purpose* (100-200 words). Here you should succinctly state the theme, purpose, location, and title of the exhibition. Think of this as the short blurb that you would present to potential viewers to give them an idea of what the exhibition is about and why they should come. Make sure to include a take away feeling or message. Ideally this will take the form of a specific, argumentative statement that could serve as the thesis to a larger research project or paper.
- *Exhibition Checklist*. This is the list of objects that will be included in your exhibition. A proper checklist should include images, artist, title, date, and any other pertinent information (e.g. dimensions, source, device the image was taken with, etc...) for each object.
- *Exhibition Map/Plan*. This map should show the layout and organization of objects in your exhibition. For most of you, this will mean drawing out an imaginary space and specifying which objects will go where. Keep in mind that you organize the space and objects in any way that you want. For example, you might choose to display your objects in one room, two rooms, some combination of hallways and open spaces, etc... Make sure to think about the viewers' experience and your ideal takeaway message in deciding how to group and order your objects.
- *Exhibition Text*. This should include a draft of any wall text, labels, or "blurbs" that you plan on incorporating into your exhibition. The only required text is what you will put on the labels. Typically, this gives basic information about the object (e.g. artists, date, etc...) as well as any further explanation or insight that might help guide the viewer's experience. Some exhibitions also include introductory text or category descriptions.
- *Essay Sources/Plan*. Briefly outline what you plan to include in your introductory curatorial essay as well as 2 sources that you will use. Remember, this is likely to be the most academic part of your exhibition. So, if you have in depth arguments or scholarship that you would like your viewer to be aware of, this is the place where you will include it. Curatorial essays are often organized around themes, different perspectives, etc... Use the example essays to help guide you in terms of organization and content.

### EXHIBITION DRAFT 2 (Essay)

**Due Wednesday 6/1** at the beginning of class. Upload file to PolyLearn (15%).

This assignment asks you to turn in a full draft of your exhibition essay (3-4 pages). The purpose of an exhibition (or curatorial) essay is to explain, contextualize, and justify the Big Idea behind your exhibition. You can think of it a bit like an extended statement of purpose, but one that also gives the reader/viewer insight into why you made certain choices. Why is this group of

## SELFIE EXHIBITION ASSIGNMENT

objects interesting? What drives you to put them together? How do they relate to your exhibition's "take-away?" What is the current scholarly and popular discussion surrounding the topics addressed by your exhibition?

There are many different styles or ways to approach an exhibition essay. Please refer to the "[Exhibition Examples and Resources](#)" for examples. Some exhibition essays focus more on the objects and their creators. Others are centered around explaining an issue or topic and will incorporate related scholarly and popular resources. A good exhibition essay will do a bit of both. Most importantly, a good exhibition essay will introduce your Big Idea and develop a specific argument or viewpoint about it. You must cite at least three sources in doing this.

**EXHIBITION PORTFOLIO (Final)**

**Due Wednesday 6/8 between 10:10 - 10:30am. Bring a hard copy + drafts (25%).**

This is your last assignment for the exhibition project. It gives you the chance to revise and further develop all of the material that you have turned in thus far. Basically, it's your final draft. Here's what you need to include:

- **Cover sheet** with your name, the course name, and exhibition title
- **Revised statement of purpose** (100-200 words)
- **Exhibition Location**
- **Revised Checklist**
- **Revised Wall Text**
- **Revised Plan**
- **Revised Exhibition Essay**
- Any **sketches or draft** work you might have done
- A **2-3 paragraph memo** reflecting on your experience. Here's your chance to talk about why you made certain choices, any problems that you encountered, things that you think worked well, things that you might do differently, etc...

All portfolios should be neatly organized and handed in in a simple two-pocket or similar folder. If your exhibition project includes an online component, please substitute the revised components with the appropriate URL.