

UNIVERSITY OF FORT HARE

Arts Policy and Management

APM 321

MAIN DEGREE EXAMINATIONS

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Time: 3 Hours  
Subject: APM 321  
Marks: 100

This paper consists of 3 pages including the cover page

Internal Examiners

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**INSTRUCTIONS**

Answer two (2) questions from this paper; One (1) question from Section A, and One (1) question from Section B.

Start each question on a new page

Make sure you understand the question before you answer

Each question is worth 50 marks

**Section A.**

Choose one question (Question 1 or Question 2) from this section.

**Question 1.**

Write an extensive essay detailing your approach to Policy formulation for an Arts Project; take into consideration the role and the relationships of politics to policy formulation. Your essay should indicate an example of an art project that has been affected by the restrictions of policy implementation – in this regards think of a public art form that has been made illegal in some municipalities in South Africa.

[50 marks]

OR

**Question 2.**

No art project is cut-off from the socio-political context this is especially pronounced when an art project receives public funding or support from the state body.

Write an essay of how as a cultural or an art manager you would approach policy formulation using the following categories:

- a) Cultural Policy
- b) Social Policy
- c) Education Policy
- d) Environment Policy
- e) Economic Policy

[50 marks]

## **Section B.**

Choose one question (Question 3 or Question 4) from this section.

### **Question 3.**

The article “Museums without walls: Breaking across the borders of organizational structure and preparing the next generation of museum professionals in the digital age” (sourced from <https://mw17.mwconf.org/paper/museums-without-walls-breaking-across-the-borders-of-organizational-structure-and-preparing-the-next-generation-of-museum-professional-in-the-digital-age/> (accessed 01-10-2018)), highlights a study of potential changes in the methodological approach for future museum professionals.

From this case study, how would you use the digital resource such as Google Art Project and Smarthistory in an art museum? Please highlight issues of access, authenticity, education criteria, evaluation, and modes of collaboration. In addition, what would be the role of an Open Source and Creative Commons systems in art museum management policies?

[50 marks]

OR

### **Question 4.**

The National Heritage and Cultural Study unit (NAHECS) and the De Beers Centenary Art Gallery at the University of Fort Hare hold the most extensive black art collection in Southern Africa.

What would be your approach to the formulation of a strategy for NAHECS and De Beers Art Gallery firstly to establish a fully working digital portal or catalogue, and secondly to create an art collection management policy (mention necessary steps needed to be taken to create such platform).

Your essay should consider the whole museum or gallery visitor experience; information about what is being exhibited; the branding of the unit and gallery; issues around facilities; access, interactivity of the platform. In addition, your policy formulation should address issues of security.