

UNIVERSITY OF FORT HARE

Arts Policy and Management

APM 321

SUPPLEMENTARY EXAMINATIONS

JAN/FEB

2019

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Time: 3 Hours  
Subject: APM 321  
Marks: 100

This paper consists of 3 pages including the cover page

Internal Examiners

Mr. M.S. Baloyi  
Mr. M. Sobopha  
Mr. T. Mama

External Examiners

Dr. M. Xakaza

**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 (Q1 or Q2) from this section.

**Question 1.**

All art projects have a socio-political context; this is evident when an art project receives funding or support from the state.

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

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

[50 marks]

OR

**Question 2.**

How would you approach a Policy formulation for an Arts Project? In an essay format, detail 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]

## **Section B.**

Choose one question (Q3 or Q4) from this section.

### **Question 3.**

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 strategy would you employ for the NAHECS and the De Beers Centenary 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.

[50 marks]

OR

### **Question 4.**

From the case study "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)), which highlights a study of potential changes in the methodological approach for future museum professionals. How would you use the digital resource such as Google Art Project and Smarthistory in an art museum of your choice? 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 for your platform in an art museum management policies?

[50 marks]