

Communication and Curation

INTM-SHU 236-001 (4 credits)

Session I Summer 2019

Instructor: Yanyue Yuan

Course Description

This PCI Summer Course Fulfills IMA Elective Art & Design (No prerequisite)

This course aims to encourage students to reflect on and practice context-based communication through critical examination of curatorial practices in modern and contemporary times and working on a mini-curatorial team project to be exhibited in cultural spaces. We will explore how to improve storytelling that stimulates imagination and emotion, how to involve multi-sensory experiences, and how to initiate changes through disrupting existing orders.

We will scrutinize the nuances in curatorial practices by introducing a variety of exhibition cases and try to explore the following questions: What are the features and limitations of communicating ideas through exhibitions? What are the norms and what might be the alternatives? How to communicate in a more creatively? How do we communicate in public spaces within a participatory culture framework?

By practicing communication through curation, students will develop capabilities to understand nuances in context-based communication, changes and opportunities brought by new media and participatory culture and experiment with diverse forms and styles of communication with their own curatorial project. Students will visit local museums and galleries as well as public art projects in Shanghai and conduct fieldwork to gain insight from potential audiences. This course will not only benefit students who want to work in cultural and public sectors but to all who hope to learn how to develop and present ideas in business settings.

Eligibility & Selection/Application Instructions:

Enrollment is open to undergraduates who have completed at least 1 year of full-time undergraduate study by the time they begin the program.

- **NYU Shanghai students** can select courses on Albert and do NOT need to fill out an application for summer session. They should contact their academic advisors for registration clearance beforehand.
- **NYU New York and NYU Abu Dhabi students:** [Login to the application here](#) with your netID and password. Select "Summer 2019."
- **Visiting students (Non-NYU) from other accredited universities:** Create an application ID through the [online application](#). Please also send an official undergraduate transcript (in English) to shanghai.summer@nyu.edu (a scanned copy) OR NYU Shanghai Summer Program 14 East 4th Street, Suite 3003, New York, NY 10012 (a hard copy).

Important Dates

For NYU Shanghai Undergraduates

- **Relevant features available on Albert:** Jan. 11, 2019
- **Online registration begins:** 9:00 a.m. EST, Feb. 11, 2019

For Undergraduates from NYU New York, NYU Abu Dhabi, or External Universities

- **Priority Deadline:** Feb. 3, 2019
- **Regular Deadline:** March 3, 2019

Questions?

- **Website:**

- <https://shanghai.nyu.edu/study-away/summer-courses> (All summer courses)
- <http://creativityandinnovation.shanghai.nyu.edu/highlighted-courses> (PCI summer courses only)

- **Email:**

- shanghai.summer@nyu.edu (All summer courses)
- creativity.innovation@nyu.edu (PCI summer courses only)

- **Phone:** +86 021 2059-5891 (Mon. - Fri., 9:00 - 17:00 EST)

- **Facebook:** [@pcinyush](#)

- **WeChat:** NYUSHPCI