

GAM702 Introducing Object Identification

Module code	GAM702			Level	7
Module title	Introducing Object Identification: Antiquities to 20th Century				
Status	Core				
Teaching Period	Autumn				
Courses on which the module is taught	MA Global Art Markets				
Prerequisite modules	None				
Notional learning hours	200	Credit value	20	ECTS Credits	10
Field trips?	<i>There are compulsory field trips for this module which are included in the cost. Students will need to pay for travel costs within Greater London.</i>				
Additional costs	<i>We do not foresee any additional costs.</i>				
Content notes	<i>None</i>				

1. Module description

What gives art its value? In this module, you will explore art and collectibles as tradable assets, examining their journey across centuries. Led by a combination of art historians and market experts, you will gain a comprehensive understanding of the key factors that drive value in the art and collectibles markets, including cultural context, provenance, condition, and artistic relevance.

You will learn how the value of an object is influenced by its market journey—from the artist's studio to private collections or prestigious museum exhibitions. This module will highlight how each change in ownership impacts an object's marketability and valuation, with a focus on the economic and strategic factors involved in these transactions.

By analysing these dynamics, you will develop a deeper understanding of the drivers that keep art and collectibles in circulation and how market trends, historical significance and ownership history directly affect an object's investment potential.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

Decision-making (MLO4):

Formulate informed decisions in complex situations using critical and reflexive thinking to select a artwork to research

Discipline Knowledge (MLO7):

Critique and synthesise theories, concepts and facts at the forefront of your field of study to research your chosen artwork

Discipline Skills (MLO8):

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Combine and employ advanced discipline specific knowledge, techniques and tools for practical purposes in research of specific artworks.

3. Learning and teaching methods, and reasonable adjustments

In this module, you will learn from examining a variety of works of art in the original in many different locations from private collections to public galleries. Each week, you will engage in a variety of activities including close analysis of objects and study of auction records that encourage you to research theories and concepts, acquire new information, share your ideas and perspectives, participate in discussions, collaborate with your peers, and reflect on your learning. You will be given authentic assessments that prepare you for your career in art markets.

Learning hours			200
Directed learning			0
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other
48			
Guided/Self-guided learning			152

Students seeking reasonable adjustments should consult the current Disability Policy: <https://www.regents.ac.uk/policies>

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Report Weighting 50%

A maximum of 1800 words

You will be required to research and select one object of your choice and prepare a report about what its value would be if it came up for sale and where the best place to sell it would be. You will present your research and findings to the class to receive formative feedback from your peers and your Lecturer. You will then refine and submit your valuation report on the object.

Assessment component 2: Presentation Weighting 50%

A maximum of 15 minutes

You will be allocated a work of art and will be required to research its provenance and explain how you would go about proving its authenticity. You will present this in class and take questions from your peers and your Lecturer.

Mapping of assessment tasks:

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Assessment components	MLO4	MLO7	MLO8
Report	x		x
Presentation		x	x

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Berger, J. (2008) *Ways of Seeing* London: Penguin Books

Berger, J. (1972), *Ways of Seeing* (BBC; available on YouTube)

Fox, J. (2023) *The World According to Colour: A Cultural History* London: Penguin

Gombrich, E.H. (1950) *The Story of Art London*: London: Phaidon

Treasures from the Wreck of the Unbelievable (2017) directed by Sam Hobkinson. Distributed worldwide by OFTV.

To reference on a frequent basis to gain full awareness of current events in the art market:

Apollo Magazine Available at www.apollo-magazine.com

The Art Newspaper Available at <https://www.theartnewspaper.com>

Christie's Auction House website and catalogues Available at <https://www.christies.com/en>

Sotheby's Auction House website and catalogues Available at <https://www.sothebys.com/en>