



MEER SIR
— A C A D E M Y —

*We Deliver Results,
Not Promises.*

MEER SIR ACADEMY

MFA Art Management Entrance Exam Syllabus

Comprehensive Topic Wise Guide

Art and Creativity • Visual Culture • Communication • Museums • Festivals

Document type	Entrance examination syllabus and preparation outline
Academic level	Master of Fine Arts entrance preparation
Core areas	Art, visual culture, cultural awareness, communication and arts administration
Prepared for	Students of Meer Sir Academy

This syllabus introduces the concepts and practical awareness needed for art management. Candidates should connect art and visual culture with communication, cultural institutions, public engagement and event administration.



Syllabus at a Glance

Unit	Area	Core Coverage
1	Understanding of Art	Art, craft, creativity, cultural industry, art history and aesthetics
2	Understanding of Visual Culture	Visual culture, performance, cinema, new media and cultural studies
3	Cultural General Knowledge	Current and historical knowledge relevant to arts and culture
4	Public Relations and Communication	Audience, messaging, media relations and communication planning
5	Museum and Art Gallery Management	Collections, exhibitions, visitors and institutional administration
6	Art Festival Management	Planning, programming, logistics, promotion and evaluation

Preparation focus: concepts, definitions, examples, cultural institutions, recent developments, managerial functions, audience engagement and practical application.

Unit 1 Understanding of Art

Develop a clear conceptual foundation in art and related creative practices.

- Meaning, nature and functions of art
- Meaning and characteristics of craft
- Meaning of creativity and the creative process
- Meaning and scope of the cultural and creative industries
- Art History and History of Art: scope, approaches and distinctions
- Meaning and basic concepts of aesthetics
- Relationships among art, craft, design, culture, society and the market

Unit 2 Understanding of Visual Culture

Understand how images, performances, screens and media shape meaning in everyday and institutional life.

- Meaning, scope and significance of visual culture
- Historical development of visual culture
- Aesthetic discourse relating to theatre and performance



- Aesthetic discourse relating to music
- Aesthetic discourse relating to cinema
- Aesthetic discourse relating to new media and digital culture
- Introduction to Cultural Studies
- Representation, identity, spectatorship, popular culture and media
- Connections among visual culture, technology, society and cultural consumption

Unit 3 General Knowledge Relevant to the Cultural Field

Prepare broad awareness of cultural heritage, institutions, policies, people and current developments.

- Indian and world art, heritage and cultural traditions
- Important artists, architects, designers, performers, writers and cultural thinkers
- Major museums, galleries, archives, biennales, art fairs and cultural festivals
- National and international cultural organisations and institutions
- Awards, exhibitions, festivals and major developments in the cultural sector
- Contemporary debates on heritage, restitution, censorship, diversity, inclusion and cultural rights
- Current affairs related to art, culture, creative industries, museums, media and public culture

Unit 4 Public Relations and Communication Strategy

Study the basic principles used to build relationships and communicate effectively with audiences and stakeholders.

- Meaning, objectives and functions of public relations
- Stakeholder identification and audience analysis
- Communication objectives, key messages and positioning
- Media relations, press releases, press notes and media kits
- Brand identity, publicity and promotional communication
- Digital communication, websites, email, social media and content planning
- Internal communication, public engagement and community outreach
- Communication planning for exhibitions, galleries, museums and cultural events
- Crisis communication, reputation management and ethical communication
- Monitoring, feedback and evaluation of communication outcomes

Unit 5 Museum and Art Gallery Management

Understand the basic operational, curatorial, educational and administrative responsibilities of museums and galleries.

- Types, purposes and social roles of museums and art galleries
- Collection development, acquisition, accessioning and documentation



- Basic principles of conservation, preservation, storage and handling
- Curatorial research, exhibition concepts and interpretive planning
- Exhibition design, display, labels, catalogues and visitor flow
- Loans, insurance, transport and condition reporting
- Visitor services, accessibility, education and public programmes
- Marketing, fundraising, sponsorship, budgeting and institutional partnerships
- Museum and gallery ethics, provenance, copyright and cultural sensitivity
- Digital collections, virtual exhibitions and audience engagement

Unit 6 Art Festival Management

Study the planning and coordination of festivals and large cultural programmes.

- Festival concept, vision, objectives and theme
- Programming, artist selection and scheduling
- Project plans, timelines, team roles and coordination
- Venue selection, permissions, contracts and vendor management
- Budgeting, fundraising, sponsorship and resource mobilisation
- Production, installation, technical requirements and event logistics
- Marketing, publicity, ticketing and audience development
- Artist relations, hospitality, volunteers and stakeholder management
- Risk assessment, security, crowd management, accessibility and sustainability
- Documentation, feedback, impact assessment and post-event evaluation



Recommended Preparation Approach

- Prepare concise definitions and one relevant example for every core concept.
- Follow current cultural news, major exhibitions, art fairs, awards, museum developments and public debates.
- Study short case examples of a museum, gallery, biennale, art fair and multidisciplinary festival.
- Practise designing a basic communication plan, exhibition outline and festival management checklist.
- Revise important institutions, artists, movements and cultural organisations through flashcards and timelines.
- Connect theory with practical questions on audiences, budgets, ethics, publicity, logistics and evaluation.

Candidate Advisory

This document structures and expands the syllabus supplied by the learner for systematic preparation. Candidates should verify the examination pattern, eligibility, interview or portfolio requirements, and updates in the admitting institution's current official notice.

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