**Proposal: Bachelor of Arts in ART, New York Campus**

**Linda Herritt, Chair, Art Department**

**March 26, 2012**

**Program Description and Purpose:**

**a) Provide a brief description of the program as it will appear in the institution’s catalog.**

The BA in Art offered on the New York campus provides a general, liberal arts education to students in the fields of both art and design. Classes are offered in Painting, Drawing, Sculpture, Film and Video Production, Photography, Interior Design, Digital Media (Graphic Design, Web Design, Animation, 3D Design, and Illustration), and Art History. The 36-credit degree permits students to develop a solid level of competence in the field, grounded in art historical practice. Both traditional and new media may be studied independently or merged, and taken in combination with lecture courses, internships, and study abroad. The degree is designed to provide curricular flexibility without sacrificing depth.

Students complete an Art Foundations sequence consisting of a full-year survey of Western art history and three basic studio courses chosen from six different media options. Subsequently, students complete 15 credits in advanced practice-based courses, one Art or Art History lecture course, and 3 credits of studio Art electives. Advanced interdisciplinary courses facilitate experimentation with materials and a dialogue across artistic disciplines. The BA complements the BFA in Fine Arts currently offered, providing a less credit-intensive alternative to the professional degree.

No portfolio is required for admission into the BA in Art program. All students interested in studying any of the practice-based fields offered in the Art Department will enter Pace in the BA program and then apply with a portfolio for acceptance into the more intensive BFA degree during their freshman or sophomore year.

**b) List educational and (if appropriate) career objectives.**

Students in the BA in Art complete a series of 15 credits in foundational courses followed by 21 elective Art credits, including a minimum of 15 credits in intermediate and advanced courses. The media areas included are Drawing, Painting, Printmaking, Film/Video Production, Photography, Interior Design, Sculpture, and Digital Media (Graphic Design, Web Design, Animation, 3D Design, and Illustration). 3 credits in an Art lecture or Art History course is also required to satisfy the elective requirement. All required courses and a wide range of electives are currently being offered in the Art Department. No new courses are required. The foundation series is designed to allow students to focus on the media that most interest them, choosing from a list of basic offerings, rather than exploring an extensive range of media. A requirement for intermediate and advanced courses insures that students develop depth beyond the introductory course level.

The program is ideal for students whose interests are more broadly based than those in a professional practice-based program. Given the emphasis in many fields on image design, creative problem solving, and visual analysis, the degree will prepare students for multiple career paths, including jobs in fashion, publishing, museums, advertising, and education, as well as traditional art and design positions. The degree is suited for students wishing to pursue graduate study in Art Education or Art Therapy, as well as for those who want to complement a second major in a related liberal arts field like Art History, Film and Screen Studies, or Communication Studies.

Students completing the BA Degree in Art will achieve:

* Technical competency in at least one artistic medium or a combination of media.
* Approaches to artistic production including risk taking, originality, and problem solving.
* The critical capacity to analyze artworks from the past and present in terms of subject matter, style, form, content, and historical context.
* The ability to relate historical and current issues, themes, and concerns of the visual arts to contemporary society.

**c) How does the program relate to the institution’s mission and/or master plan?**

Academic excellence: The Art faculty are practicing professionals with outstanding records in their respective fields. All classes combine lectures on history and theory alongside studio assignments. All studio and lecture courses feature small class sizes with a high degree of individual attention to students.

Career opportunities: Departmental courses stress practical applications as well as theory and history. Career panels and workshops help to prepare students for the variety of art-related fields. Internships for credit in publishing, museum work, film and television, the fashion industry, and art and design firms are offered to encourage professional development. Capstone courses and student exhibitions increase familiarity with professional practices.

Interdisciplinary approach: Art classes are paired with courses in Literature, Philosophy, Social Sciences, History, Women and Gender Studies, and Computer Science. Advanced studio courses stress combining different art media.

New York City as a teaching resource: Classes regularly use the city as a classroom, visiting museums, galleries, and artists’ studios for a firsthand experience of the artistic and architectural resources of the city.

Community involvement: Several courses are designed to interact with the broader community, providing service and outreach to new audiences. Past partners include Middle and High School students and freelance artists and designers.

Technological Fluency: New technology is incorporated into most studio classes, particularly those in Film/Video Production, Photography, Digital Design, and Sculpture.

d) **Describe the role of faculty in the program’s design.**

The full-time Art faculty designed the BA degree based on like programs in other universities, and as a complement to the professional BFA degree approved in 2007.

The BA in Art is organized around the faculty's strengths and reputations as practicing artists. The decision to propose the BA degree is based on our experiences with a substantial number of students who are seeking an alternative to the BFA in Fine Arts.

**e) Describe the input by external partners, if any (e.g., employers and institutions offering further education).**

**f) What are the anticipated Year 1 *through* Year 5 enrollments?**

Based on the growth in the Fine Arts BFA and the BA degrees offered in Performing Arts, it is anticipated that the BA in Art will attract 40 majors the first year due to pent up demand, with approximately 25 additional majors each subsequent year. Since the BA requires fewer credits than the BFA, these predictions may be low. (The Fine Arts BFA currently attracts 20 new students/year.)

Student demand for a BA in Art that can be combined with other majors, particularly those in Dyson, Seidenberg, and Lubin, motivated this proposal. Fifty-two students are currently enrolled in one of the three studio minors offered (Art, Photography, Digital Design), most of them because they cannot fit the full 63 credits of the BFA into their schedules: many would convert to majors if a BA were offered. It is likely that the degree would also attract new students interested in a broader liberal arts education rather than a specialized art or design degree. Given the current state of resources and facilities in the department, Pace is more likely to be competitive with other universities in this arena than it is with the well-appointed professional art schools in New York that offer a BFA.

We currently have 67 majors in the Fine Arts BFA and 24 BA majors in Art History (91 total). Initially, the BA in Art will drain some students away from the BFA in Fine Arts, but as facilities are improved and the reputation of Pace in the Arts grows, the BFA will ultimately be transformed into a more exclusive and competitive foil to the BA.

BA in Art Anticipated Enrollments:

YEAR 1: 40 (30 from current minors, 10 new)

YEAR 2: 25 new (total in degree: 65)

YEAR 3: 25 new (total in degree: 90)

YEAR 4: 25 new (total in degree: 115)

YEAR 5: 25 new

**BA in Art: 36 credits total**

|  |  |
| --- | --- |
| **FOUNDATIONS (15 CREDITS)** | 15 |
| **ART HISTORY SURVEY (6 CREDITS)** |  |
| ART 102 - Art History: Ancient through Gothic | 3 |
| ART 103 - Art History: Renaissance through Modern | 3 |
|  |  |
| **CHOOSE 3 OF THE FOLLOWING BASIC STUDIO COURSES (9 CREDITS)** |  |
| ART 130 - Sculpture I, or ART 133 - Ceramics I | 3 |
| ART 140 - Drawing I | 3 |
| ART 145 - Painting I | 3 |
| ART 153 - Introduction to Photography, or Art 159 - Photography 1 | 3 |
| ART 186- Digital Design 1 | 3 |
| ART 289 - Video 1 | 3 |

|  |  |
| --- | --- |
| **MAJOR ELECTIVES (21 Credits)** | 21 |
| *21 credits total are required with* ***15 credits in approved INTERMEDIATE or ADVANCED Studio Art courses, 3 credits of art or art history lecture courses, and 3 credits of a studio elective at any level****. (Studio Areas: FILM/VIDEO PRODUCTION, PAINTING, DRAWING, PRINTMAKING, PHOTOGRAPHY, DIGITAL/GRAPHIC DESIGN, INTERIOR DESIGN, SCULPTURE, CERAMICS)* |  |
|  Intermediate or Advanced Studio Courses- 15 credits | 15 |
|  Art or Art History Lecture Course- 3 credits |  3 |
| Studio Elective- any practice-based class at any level- 3 credits | 3 |