New York City College of Technology, CUNY

CURRICULUM MODIFICATION PROPOSAL FORM

This form is used for all curriculum modification proposals. See the [Proposal Classification Chart](http://openlab.citytech.cuny.edu/collegecouncil/files/2014/08/2013-10-09-Proposal_Classification_Chart.pdf) for information about what types of modifications are major or minor. Completed proposals should be emailed to the Curriculum Committee chair.

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| --- | --- |
| **Title of Proposal** | Minor in Art History and Visual Culture |
| **Date** | September 28, 2020 |
| **Major or Minor** | Minor |
| **Proposer’s Name** | Zhijian Qian |
| **Department** | Humanities |
| **Date of Departmental Meeting in which proposal was approved** | October \_1\_, 2020 |
| **Department Chair Name** | Ann Delilkan |
| **Department Chair Signature and Date** | 10-5-20 |
| **Academic Dean Name** | Justin Vazquez-Poritz |
| **Academic Dean Signature and Date** | **10/5/20** |
| **Brief Description of Proposal**  (Describe the modifications contained within this proposal in a succinct summary. More detailed content will be provided in the proposal body. | Proposing the creation of a 12 credit Minor in Art History and Visual Culture using existing courses. |
| **Brief Rationale for Proposal**  (Provide a concise summary of why this proposed change is important to the department. More detailed content will be provided in the proposal body). | The Art History and Visual Culture Minor is housed in the Department of Humanities and includes coursework from the Department of Humanities and the Department of Architectural Technology. The program is a 12-credit minor undergraduate degree offered to all City Tech students. This minor is designed to provide students with an introductory knowledge of the discipline and is articulated through the history and theory of art, film, architecture and urban culture. This program provides students an opportunity for exploring new professional possibilities related to their studies at the college. The required and elective courses of this minor fulfill many General Education requirements, including the Common Core and the Writing Intensive courses. The minor will also offer students options for alternative careers in art education, museum work, visual resources libraries, and art gallery and auction house work. |
| **Proposal History**  (Please provide history of this proposal: is this a resubmission? An updated version? This may most easily be expressed as a list). | This is the initial submission of this minor curriculum modification proposal. |

Please include all appropriate documentation as indicated in the Curriculum Modification Checklist.

For each new course, please also complete the New Course Proposal and submit in this document.

Please submit this document as a single .doc or .rtf format. If some documents are unable to be converted to .doc, then please provide all documents archived into a single .zip file.

**ALL PROPOSAL CHECK LIST**

|  |  |
| --- | --- |
| Completed CURRICULUM MODIFICATION FORM including: |  |
| * Brief description of proposal | X |
| * Rationale for proposal | X |
| * Date of department meeting approving the modification | X |
| * Chair’s Signature | X |
| * Dean’s Signature | X |
| Evidence of consultation with affected departments  List of the programs that use this course as required or elective, and courses that use this as a prerequisite. | X |
| Documentation of Advisory Commission views (if applicable). |  |
| Completed [Chancellor’s Report Form](http://openlab.citytech.cuny.edu/collegecouncil/files/2014/08/2013-10-09-Chancellor_Report_Quick_Reference_Guide1.doc). |  |

**EXISTING PROGRAM MODIFICATION PROPOSALS**

|  |  |
| --- | --- |
| Documentation indicating core curriculum requirements have been met for new programs/options or program changes. |  |
| Detailed rationale for each modification (this includes minor modifications) |  |

**Draft Proposal for a Minor in Art History and Visual Culture Sponsored by Humanities Department**

Minor Curriculum Modification

**Rationale**

The Minor in Art History and Visual Culture provides students at City Tech an opportunity for further exploring new and more possibilities of their professional studies at the college. It also offers them options for an alternative career in areas such as art education, museum work, advertising, visual resources library, art gallery and auction house, art law offices, architectural firms, and art administration. Undergraduate minors with a focus on art history are currently offered at Hunter College, Brooklyn College, Queens College, Baruch College, John Jay College and Lehman College within the CUNY system. And undergraduate minors in Art History and Visual Culture are offered at a number of colleges across the country, such as Michigan State University, The College of New Jersey, University of South Carolina, Fairfield University, and Boise State University, to name a few. This minor is proposed in response to the General Education Committee’s recommendation for the creation of new minors at City Tech.

The Art History and Visual Culture Minor will be housed in the Department of Humanities. It includes coursework mainly from the Department of Humanities and one from the Department of Architectural Technology. The program is a 12-credit minor undergraduate degree offered to all City Tech students. This minor program is designed to provide students with an introductory knowledge of art history and visual culture, which is articulated through the history and theory of art, film, photography, graphic design, architecture and urban culture. The required and elective courses of this minor fulfill many General Education requirements, including the Common Core and Writing Intensive courses.

The set of courses for this minor will significantly benefit students from the Department of Architectural Technology, Department of Communication Design, Department of Entertainment Technology and Department of Business, where there are a number of course offerings with a focus on art, art history and visual culture. This minor will also lay foundational work for students who would be interested in pursuing a CUNY Baccalaureate degree in Art History or transferring to an Art History program at such colleges as City College, Hunter College, Brooklyn College and Queens College within the CUNY system.

**Description of the Proposed Minor**

This minor consists of one required course and three additional courses from a selection of twelve electives. The required ARTH1103 (Introduction to the History of Art) is a foundational course offered at most colleges with majors or minors in art history and visual culture. This survey course provides students with knowledge of the history, main principles, basic theories and regional developments of art from ancient to modern times. Currently five sections of this course are offered each semester.

While any selection of three listed courses will fulfill the 12 credits needed for the minor degree, the elective courses also offer students opportunities to take the minor with a focus on an area of their preference or particular interest. ARTH1100 (History and Appreciation of Photography), ARTH1112 (Introduction to Film), ARTH1204 (20th Century Dress and Culture) and ARTH3311 (History of Graphic Design) provide students opportunities to lean toward Visual Culture studies. ARTH1101 (History of Art: Prehistoric to Gothic), ARTH1102 (History of Western Art: Renaissance to Modern), ARTH1104 (Art of the United States), ARTH1106 (Modern Art) and ARCH2321 (History of 20th Century Architecture) provide students opportunities to focus on the area of Western art history and visual culture. And ARTH1108 (Art of Asia), ARTH1110 (Islamic Art) and ARTH2200 (Art and Urban Culture in Modern China) give students an option for focusing on non-Western art history and visual culture.

**Required and Elective Courses for the Minor**

Students take one required course, plus three additional courses from the list of electives. Students must earn a C or better in all minor course work in order to be granted a minor designation on their transcripts.

**REQUIRED COURSE**

ARTH 1103: Introduction to the History of Art (WCGI)(WI)\*

**ELECTIVE COURSES (choose three)**

ARTH1100 History and Appreciation of Photography (CE)\*

ARTH1101 History of Art: Prehistoric to Gothic (WCGI)\*

ARTH1102 History of Western Art: Renaissance to Modern (WCGI)

ARTH1104 Art of the United States (USED)\*

ARTH1106 Modern Art (WCGI)

ARTH1108 Art of Asia (WCGI)

ARTH1110 Islamic Art (WCGI)

ARTH1112 Introduction to Film (CE)

ARTH1204 20th Century Dress and Culture

ARTH2200 Art and Urban Culture in Modern China

ARTH3311 History of Graphic Design (CE)(WI)

ARCH2321 History of 20th Century Architecture (CE)(WI)

\*CE = Creative Expression, Common Core  
\*USED = US Experience in its Diversity, Common Core

\*WCGI = World Cultures and Global Issues, Common Core

\*WI = Writing Intensive

**Programmatic Learning Outcomes**

 Students will:

* Articulate how meaning is created and interpreted in works of art and visual culture.
* Apply fundamental terminology and methodology in analyzing and interpreting the meaning and significance of imagery from an iconographical perspective.
* Analyze works from diverse cultures in relation to their historical, social, political, religious and philosophical contexts.
* Understand and discuss how the application of diverse materials and the development of technology has helped reshape art and visual culture from the past to the present.
* Demonstrate in written format the ability to think critically about how art and visual culture have been affected by globalization in the 21st century.
* Use appropriate resources to conduct research in a written format on major achievements and developments of art and visual culture.

Re: Humanities planned proposal for Art History and Visual C... - Zhijian Qian

9/29/20, 6:44 PM

Re: Humanities planned proposal for Art History and Visual Culture minor

Sanjive Vaidya

Tue 9/29/2020 11:27 AM Inbox

To:Ann Delilkan <ADelilkan@citytech.cuny.edu>; Zhijian Qian <ZQian@citytech.cuny.edu>;

Thank you for the proposal Ann and Zhijian. I am in support of this Minor Modification.

Please note that Arch 2321 is a Writing Intensive course. We used run the course in both of our departments, but this was a pinch point of confusion. Can you indicate this course as "WI" on your proposal to ensure there is no confusion.

Thanks,

Sanjive

**Sanjive S. Vaidya**

Department Chair | **Department of Architectural Technology** New York City College of Technology  
**twitter | instagram | archinect | techne | vimeo**

**e**: [svaidya@citytech.cuny.edu](mailto:svaidya@citytech.cuny.edu)

**o:** 718.260.5262

Re: Humanities planned proposal for Art History and Visual C... - Zhijian Qian

9/29/20, 6:42 PM

Re: Humanities planned proposal for Art History and Visual Culture minor

John McCullough

Tue 9/29/2020 4:02 PM

To:Ann Delilkan <ADelilkan@citytech.cuny.edu>; Zhijian Qian <ZQian@citytech.cuny.edu>;

Ann and Zhijian,  
I think the proposed Art History and Visual Culture would be a good addition to the offerings at City Tech. Many ENT and MTEC students already take ARTH 1100 and ARTH 1103 as part of their gen ed courses or department electives, and it would be easy for our design-focused students to take one or two more classes to get some formal recognition of their studies in this area.

Thanks, John

John McCullough  
Associate Professor/Technical Supervisor  
Entertainment Technology Department - Chair  
New York City College of Technology  
ETCP Certified Rigger-Theatre  
Appointments: https://mcculloughadvisement.youcanbook.me

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Dear Prof. Delilkan,

I am pleased to write this letter in support of your proposed Minor in Art History and Visual Culture. As a department specializing in the humanities, yours is not a group that requires schooling in the value and beauty to be found in art history and visual culture. Instead, I will comment on some utilitarian aspects of your proposal.

One of the core principles of financial management is diversification, but diversification is much more than having the right balance of stocks and bonds in one’s portfolio. Of what use is a large retirement fund if it comes at the price of one’s health, etc. True diversification is a more expansive concept covering not only finances and health, but also state-of-mind, family, values, languages, cultural understanding, etc.

COVID-19 has certainly woken us up to the fact that planning for the future is difficult and there is little one can be sure of, but COVID was just the wakeup call. We are already into the third decade of the 21st century, yet we are still trying to resurrect the tired career paradigms of the 1990s, e.g., STEM, Computers, and Health Care. In a world of artificial intelligence, edge computing, block chain cryptography, and quantum algorithms, shrewd occupational planners will want to diversify their CVs to showcase an understanding of social nuance and sensitivity to “the finer things” – *things that electronics are not yet good at producing or understanding*.

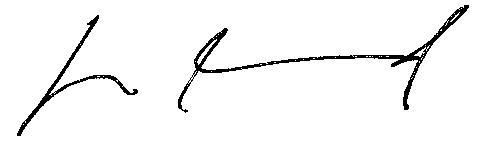
What better way to accomplish this than with a *trancriptable* certification in the “history and theory of art, film, photography, graphic design, architecture and urban culture?” For those majoring in one of various technical fields, from Accounting to Construction Management, this Minor in Art History and Visual Culture is a natural diversification play, and an interesting one at that.

The Business Department practices what we preach – our two most recent hires hold graduate degrees in, among other things, 18th Century British Poetry and Fine Arts; one even worked at the Metropolitan Museum of Art before joining our faculty.

Thus, for the above and for many other reasons, I wholeheartedly endorse your proposed program and am delighted to support it.

If you need any additional information, please feel free to contact me. Sincerely,

September 29th, 2020



Lucas Bernard

Re: Humanities planned proposal for Art History and Visual C... - Zhijian Qian 9/30/20, 3:46 PM

Re: Humanities planned proposal for Art History and Visual Culture minor

Douglas Davis

Wed 9/30/2020 3:18 PM Inbox

To:Zhijian Qian <ZQian@citytech.cuny.edu>; Cc:Ann Delilkan <ADelilkan@citytech.cuny.edu>;

Hello Zhijian,

I hope you and your families are well.

Each of your Programmatic learning outcomes is quite relevant as the solution to what our industry is facing in terms of its lack of diversity. In particular, "Articulate how meaning is created and interpreted in works of art and visual culture" is especially important in ensuring that students can become professionals who can influence brands to be more responsible from within.

I mentioned your proposal in my letter of support for AFR's Minor Proposal, Black Visual Cultures because together your proposals offer the visual literacy and cultural sensitivity to prevent The well-

documented insensitivity that pops up from time to time in advertising. Several recent visible failures include brand campaigns from Nivia, to Dove and Heineken. These illustrate the need for cultural sensitivity and what happens when brands aren't inclusive. So you have my full support.

I'd just ask that every instance of "advertisement" be substituted for "advertising" like the one below.

"It also offers them options for an alternative career in areas such as art education, museum work, advertising, visual resources library, art gallery and auction house, art law offices, architectural firms, and art administration."

Lastly, you also have the support of the two previous chairs

"I do not see any conflicts. I think this minor would be of interest to many COMD students. Our students already have to take three ARTH courses."

- Maria Giuliani

*Professor / Communication Design*

*"I agree, I think this a good thing for our students. Interesting to see the college encouraging gen ed minors."*

*- Mary Ann Biehl  
Thank you so much for your partnership.*

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Thanks.

Douglas Davis  
Strategist, Author, and Professor

/ Principal, The Davis Group  
/ Author, Creative Strategy and the Business of Design, HOWBooks / Simon & Schuster / Chair, B.F.A. in Communication Design, New York City College of Technology

Be social ;) for faster replies  
@douglasQdavis or email me@douglasdavis.com thinkhowtheythink.com

NOTE: This device will revise words and phrases before it sends email... Think Different = Mind of its own.