

# VISUAL CULTURE MINOR

## Contact

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## Description

The minor in Visual Culture exploits one of the unique strengths of Syracuse University: a world class arts school in the midst of a research institution. The minor is an interdisciplinary program sponsored by the following units: The School of Art and Design and Communication and Rhetorical Studies. The minor functions as an academically-based minor that is intended to complement the studio-based majors in the College of Visual and Performing Arts and provide non-studio based majors a concentration in visual culture and criticism that is theoretically and historically informed. The minor is open to all Syracuse University undergraduates.

The Visual Culture minor provides students with the critical skills necessary to address the evolving intersection of art, design, and communication in a variety of contexts including the art world, consumer culture, politics, and popular culture. Drawing on the diversity of disciplinary approaches to visual culture, the minor fosters critical engagement with diverse modes of visual expression and communication, from advertising design and image activism to material culture and public sculpture.

The Visual Culture minor equips students with an interdisciplinary conceptual framework that will illuminate

1. the diverse sensory modes (i.e. verbal, aural, tactile, etc.) that inform and interact with visual expression;
2. the various institutional frameworks that shape the production, circulation, and reception of visual culture (from the nineteenth century forward); and
3. the historical and cultural contexts that normalize particular viewing practices and social formations.

By the completion of the minor, students will be adept in interdisciplinary viewing practices, familiar with diverse critical approaches to visual meaning, and an effective in communicating complex visual ideas.

The Visual Culture minor should be of interest to students who seek a program that focuses on visual culture as the nexus of creative practice, advocacy, and criticism.

## Admission

- Visual Culture Minor Application
- Transcript of your Syracuse University courses

Applications accepted at any time, but will adhere to October 15 deadline for processing and approval in the fall semester and March 1st for spring semester.

## Student Learning Outcomes

1. Analyze and critique visual culture
2. Describe and evaluate theories of visual culture
3. Engage with histories of visual culture

4. Recognize, analyze, and critique systems of power as manifest in visualization techniques and practices of looking
5. Engage in making, adapting, or recontextualizing some aspect of visual culture

## Minor Requirements

Code	Title	Credits
<b>Required Courses</b>		
Select one of the following:		3
AIC 316	Introduction to Visual Culture	
CRS 316	Introduction to Visual Culture	
FMA 316	Introduction to Visual Culture	
<b>Electives</b>		
<i>Required Electives</i>		
Modern Art Media*		3
Design History and Material Culture*		3
Art History, Theory and Criticism*		3
VPA Electives**		6
*Students are required to take one course from each of the three elective tracks. The three selected courses must have different prefixes. For example, students can NOT take ART 250, ART 201, and ART 310.		
**Students may select any CVPA courses (above the 100-level) or may petition to have courses taken outside VPA (above the 100-level) count toward the minor.		
<b>Total Credits</b>		<b>18</b>

### Modern Art Media Track

Choose **one** from the following:

Code	Title	Credits
APH 561	Art Photography: Contemporary Art and Photography	3
APH 562	Art Photography: Contemporary Critical & Theoretical Texts on Art & Photography	3
FIL 250	Topics in Film History & Culture	3
FIL 253	Survey of Film History 1	3
CRS 483	Rhetoric of Film	3
FIL 226	Survey of Film Theory	3
FIL 360	Topics in Film Culture	1-3
VID 510	Video Art History	3

### Design History and Material Culture Track

Choose **one** from the following:

Code	Title	Credits
DES 314	History of the Bauhaus: Studies in Material Culture	3
DES 431	Art Nouveau Design and Architecture: Studies in Material Culture	3
DES 114	Design, Cultural Traditions and the Environment	3
DRD 321	Theatrical Costume Design I	3
FAS 335	History of Fashion Design I: Origins and Revivals	3
FAS 336	History of Fashion Design II: Contemporary Trends	3
MUS 503	Introduction to Museum Studies	3

## Art History, Theory, and Criticism Track

Choose **one** from the following:

Code	Title	Credits
AIC 321	Art, Activism, Modernity	3
AIC 423	Artists Who Write	3
AIC 495	Archive as Art	3
APH 561	Art Photography: Contemporary Art and Photography	3
APH 562	Art Photography: Contemporary Critical & Theoretical Texts on Art & Photography	3
MUS 405	Print Curatorship	3

\*Prerequisites waived for declared Visual Culture minors.