STUDIO ART, BASA

for the Bachelor of Arts Major in Studio Art

1. Students will understand and be able to apply basic principles of visual and material communication, including two-dimensional pictorial concepts, three-dimensional formal and spatial concepts, and a wide variety of media and formats for artistic production, and possess the ability to apply them to a specific aesthetic intent.

2. Students will demonstrate an ability and willingness to experiment and explore the expressive possibilities of various media, and artistic and creative strategies for self-directed art-making, and investigate the diverse activities and conceptual modes available to the contemporary artist, including work that directly addresses or engages with recent developments in the field of fine art as well as broader social questions and challenges. Students are trained in the production and critique of artworks that explore forms and technologies identified as new or emerging.

3. Students will gain knowledge of, understand, and be able to apply concepts of visual rhetoric in the development of content, and be able to recognize and critically analyze an evolving variety of communicative practices in art and visual culture, including those that represent diverse cultures and sociopolitical positions, and to demonstrate openness to new social possibilities and a critical empathy towards both audiences and culture producers of differing histories, origins and identities.

4. Students will be willing and able to investigate and accommodate broad-ranging types of knowledge and artistic strategies for the purpose of synthesizing diverse and even disparate ideas in order to create sophisticated, unique works of art, participate in new types of collaboration, and to make innovative statements and hypotheses, or propose creative solutions to social, organizational and societal problems using aesthetic strategies.

5. Students concentrating in New Media create work for the new disciplinary mechanisms that have arisen to evaluate and promote artwork in digital media, but also for traditional institutional mechanisms of art distribution and art critique. As in Contemporary Art, work in New Media may take the form of performance, sound and radio broadcast, gallery exhibition, curation, public art, cinema and video, a networked event, publication, or even scientific research.

6. Students will develop an innovative, imaginative, and entrepreneurial self-directed studio practice, will gain a deep understanding of their own creativity, be able to apply it in any context, and will learn to independently generate thematic investigation and implementation of research in a broad variety of social locations, including art and educational institutions, activist forums, and cyberspace. Students in the BASA will produce web and print based documents that serve to market and promote their practice as independent makers.