

**IDAHO STATE BOARD OF EDUCATION**  
**ACADEMIC/PROFESSIONAL-TECHNICAL EDUCATION**  
**NOTICE OF INTENT**

**to initiate a**  
**NEW, EXPANDED, COOPERATIVE, DISCONTINUED, PROGRAM COMPONENT OR OFF-CAMPUS**  
**INSTRUCTIONAL PROGRAM OR ADMINISTRATIVE/RESEARCH UNIT**

University of Idaho  
Institution Submitting Proposal

College of Letters, Arts, and Social Sciences / Department of Art and Design  
Name of College, School, or Division Name of Department(s) or Area(s)

**Indicate if this NOI is for an Academic X or Professional-Technical \_\_\_\_\_ Program**

A New, Expanded, Cooperative, Contract, or Off-Campus Instructional Program or Administrative/Research Unit (circle one) leading to:

**B.A. and Minor in History of Art, Design, and Visual Culture**  
(degree or certificate)

Proposed Starting Date: \_\_\_\_\_ Fall 2004 \_\_\_\_\_

**FOR NEW PROGRAMS ONLY**

**FOR OTHER ACTIVITY:**

\_\_\_\_\_  
Program (i.e., degree) Title & CIP 2000  
(CIP assigned upon receipt of NOI in  
Provost Office)

- X Program Component (major/minor/option/emphasis)  
 Off-Campus Activity/Resident Center  
 Administrative/Research Unit  
 Addition/Expansion  
 Discontinuance/consolidation  
 Contract Program

**This Notice of Intent has been approved by:**

\_\_\_\_\_  
College Dean (Institution) Date

approved by CLASS CC: 10/29/03

\_\_\_\_\_  
Graduate School Dean (as applicable) Date

\_\_\_\_\_  
State Administrator, SDPTE Date

\_\_\_\_\_  
Chief Fiscal Officer (Institution) Date

\_\_\_\_\_  
SBOE/OSBE Approval Date

\_\_\_\_\_  
Chief Academic Officer (Institution) Date

\_\_\_\_\_  
President Date

## **Academic Proposal to Initiate New Program:**

### **Interdisciplinary B.A. and Minor in History of Art, Design, and Visual Culture College of Letters, Arts, and Social Sciences**

*Dr. Iván Castañeda, Assistant Professor, Department of Art and Design  
ivanc@uidaho.edu*

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#### **Nature of Request**

This is a request for a new on-campus Bachelors of Arts program in History of Art, Design, and Visual Culture to be awarded by the Department of Art and Design in the College of Letters, Arts, and Social Sciences.

#### **Quality**

The program will adhere to the guidelines of NASAD accreditation criteria and the College Arts Association.

#### **Duplication**

Although in many ways innovative, this program will follow the model of the most progressive and successful existing programs in Art History, Visual Culture, and Visual Studies in American and foreign institutions.<sup>1</sup> Overall, the program is quite unique in its particular interdisciplinary components and overarching objectives.

#### **Need for Program**

Vision, visualization, in short, the visual, is quite simply the most vital location for the production of meaning, knowledge and information in our world today. What has been called “the visual turn”—the proliferation and dissemination of images and the visual, more or less beginning with the invention of photography in the 19<sup>th</sup> century—has been recognized as one of the most important fields of inquiry for not only the humanities but for all the cross-disciplinary components of cultural studies in general. As a subject that touches upon the most potent components of globalization and cultural exchange in today’s societies it is of infinite relevancy for every student in the university, and something that will only continue to grow in importance in the 21<sup>st</sup> century. What is important to emphasize is that this program underscores the role of images and the visual from the perspective of various disciplines and theoretical and cultural perspectives. The study and critique of the visual is something of deep concern for literature, linguistic studies, the social sciences, medicine, economics, architecture, communications, and of course the humanities in general. The major will thus provide a rigorous grounding in the history, theory, and cultural relevancy of images and their environments. Through a consistent emphasis on an interdisciplinary and comparative curriculum, the program will focus on the inherent historical and cultural intersections between the fine and applied arts, design, architecture, music, dance, theater, history, literature, philosophy, the social sciences, and foreign languages. Each course in the curriculum will facilitate communication between disciplines and will encourage an understanding of the complex interrelations between the conception, design, creation, construction, and dissemination of cultural products, an issue of great relevancy in today’s highly visualized world. The program will provide not just the Department of Art and Design and the College of

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<sup>1</sup>Examples of thriving programs offering a major in Visual Culture include the University of California Riverside, which offers a interdisciplinary major in Film and Visual Culture through its College of Humanities, Arts, and Social Sciences; The University of California Santa Cruz offers a major in Art History with a concentration in Religion and Visual Culture through its Division of the Arts; The University of Otago in New Zealand offers an interdisciplinary degree in Visual Culture; The University of Alberta offers a degree in History of Art, Design, and Visual Culture through its Art and Design program; The University of Westminster has recently established a prominent major in Visual Culture concentrating on art culture and diversity. The most influential and academically renowned program is at the University of Chicago under the direction of W.J.T. Mitchell. Professor Mitchell has been helpful in developing the prospectus for our program and is one of the consulting faculty that will continue to give advice as the program develops.

Letters, Arts, and Social Sciences, but the University of Idaho at large with a model interdisciplinary program that extends beyond the conservative academic boundaries of traditional Art History programs.

With this in mind, the program in the History of Art, Design, and Visual Culture will encourage students to approach their educational experience in terms of cross-disciplinary body of knowledge rather than strict specialization, resulting, on the one hand, in an appreciation and understanding between images and culture in general, and on the other hand, it will prepare students for a world in which the categories of art, design, media, history, and theory are constantly being reinvented and redefined—a process which inherently engages in the breaking and redefining of disciplinary boundaries, methodological restraints, and theoretical-critical objectives.

The vision of the program is to successfully compliment and enhance the existing Art and Design, Art Education, Architecture, Film and Theater, and Music programs, on the one hand, and to contribute a new, highly vital, relevant, and powerfully fundamental program to the College of Letters, Arts, and Social Sciences and the University of Idaho undergraduate community. The curriculum apparatus of the program will promote and support increased faculty and cross-disciplinary contributions and will encourage the development of new courses as the university changes and grows. There will also be the opportunity for growing collaboration with the art history program at Washington State University.<sup>2</sup>

Given that there are no Art History or similar programs in the state of Idaho the program will fill an immediate vacuum by providing a unique and progressive curriculum. But the appeal of such a program reaches beyond the typical student interested in art and design. The program will appeal to any student interested in pursuing the study of culture in any or all of its manifestations.

### **Consistency with Mission of the University**

The proposed Bachelors of Arts program in History of Art, Design, and Visual Culture will be consistent with the stated mission of the University of Idaho by providing an exemplary interdisciplinary vehicle for not just the “preservation, advancement, and transmission of knowledge,” but by complimenting, stimulating, and enriching the existing strengths of the university’s liberal arts undergraduate and graduate communities at large.

### **Resources**

The proposed program will have no fiscal impact on existing programs in the department of Art and Design nor on the university itself. The program will function through existing faculty and curriculum resources. Library resources are adequately in line with what would be required for research needs for possible majors (in fact, the adequate extant library resources in terms of books on art and design history and visual culture are arguably not being utilized simply because of the lack of a major in this area). The curriculum has been designed so that an operative and consistent rotation of courses will be made available to majors. The College’s Visual Resource Center has recently expanded its collection of slides and has implemented an extensive digitization of images which is concurrent with the expanded art history and visual culture courses that have been added to the catalog. A number of faculty in the College have and continue to avail themselves of this expanding pedagogical resource.

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<sup>2</sup>This will be particularly beneficial in terms of non-Western art history. We will begin by cross listing WSU’s Fine Arts 301: Arts of Native North America, and Fine Arts 302: Arts of Asia, while offering Art 205: Visual culture, Art 208: Italian Renaissance Art and Culture, and Art 213: History and Theory of Modern Design as cross-listed courses for WSU’s students. We have confirmed these first steps towards a fuller collaboration with Professor Carol Ivory, Chair of the Department of Fine Arts at Washington State University.

| Estimated Fiscal Impact:         | FY <u>04</u> | FY <u>05</u> | FY <u>06</u> |
|----------------------------------|--------------|--------------|--------------|
| <b>A. <u>Source of Funds</u></b> |              |              |              |
| 1. Appropriated-reallocation     | _____        | _____        | _____        |
| 2. Appropriated-new              | _____        | _____        | _____        |
| 3. Federal                       | _____        | _____        | _____        |
| 4. Other: _____                  | _____        | _____        | _____        |
| <b>B. <u>Nature of Funds</u></b> |              |              |              |
| 1. Recurring *                   | _____        | _____        | _____        |
| 2. Non-recurring**               | _____        | _____        | _____        |
| Grand Total                      | <u>0.00</u>  | <u>0.00</u>  | <u>0.00</u>  |

\* Recurring is defined as ongoing operating budget for the program, which will become of the base.

\*\* Non-recurring is defined as one-time funding in a fiscal year and not part of the base.

**Participating Faculty**

- Anna Banks, Department of Theater Arts*
- Iván E. Castañeda, Department of Art and Design*
- Stephan P. Flores, Department of English*
- Lynne H. Haagensen, Department of Art and Design*
- Bruce Haaglund, Department of Architecture*
- Gregory J. Halloran, Dance Department*
- Nike Imoru, Department of Theater Arts*
- M. Kinkle, Department of Fine Art, Washington State University*
- Ellen E. Kitell, History Department*
- Carol Ivory, Department of Fine Art, Washington State University*
- David Lee-Painter, Department of Theater Arts*
- Kerry E. McKeever, Department of English*
- Louis E. Perraud, Department of Foreign Languages and Literatures*
- Sandra G. Reineke, Political Science Department*
- Sean M. Quinlan, History Department*
- Debbie A. Storrs, Department of Sociology, Anthropology, and Justice Studies*
- Colleen M. Taugher, Department of Art and Design*
- Dennis D. West, Department of Foreign Languages and Literatures*
- Joan West, Department of Foreign Languages and Literatures*
- William P. Woolston, Department of Art and Design*

**Undergraduate Curricular Requirements**

## **HISTORY OF ART, DESIGN, AND VISUAL CULTURE (B.A.)**

Required coursework includes the university requirements (see regulation J-3). Majors must distribute 39 credits above the 100-level, according to the criteria below. All majors must take at least two 400-level courses. No course graded below C may count for major credit.

### **Visual Culture Core (12 credits from the following)**

- Art 205 Visual Culture
- Art 213 History and Theory of Modern Design
- Art 301 Early Modern Art and Aesthetics 1750-1880
- Art 302 Modern Art and Theory

### **History (9 credits from the following)**

- MusH 202 Survey of European Music to 1600
- Art 207 Ancient and Medieval Art and Culture
- Art 208 Italian Renaissance Art and Culture
- Art 209 Northern Renaissance Art and Culture
- Art 210 European Art and Culture 1600-1750
- TheA 220 History of World Cinema
- Art 303 Contemporary Art and Theory
- TheA 315 National Cinemas
- MusH 321, 322, 323 Music in Western Civilization
- Flen 364 Roman Literature in Translation
- Flen 365 Greek Literature in Translation
- His 367 Intellectual and Cultural History of Modern Europe
- Art 382 History of Photography
- TheA 383 Film Genres
- Arch 385 History of Architecture I: Ancient to Medieval
- Arch 386 History of Architecture II: Renaissance to Modern
- TheA 386 Documentary Film
- TheA 392/Flem 392 Contemporary European Fiction Film
- Art 404/504 Special Topics<sup>3</sup>
- TheA 415 Film Directors
- Dan J421/J521 Dance History
- Flen 420/TheA 420 International Cinema and National Literatures
- Engl 430/TheA 330 Perspectives in Film
- Flen 441/Hist 447 Civilization and Greece
- Flen 442/Hist 448 Civilization and Rome
- Hist J442/J542 The Medieval Church: Europe in the Early and High Middle Ages
- Hist J443/J543 The Medieval State: Europe in the High and Late Middle Ages
- Hist J447/J547 The Age of the Renaissance and the Reformation
- Hist J452/J552 19<sup>th</sup> Century Europe
- Hist J455/J555 20<sup>th</sup> Century Europe
- TheA J468/568 Theater History (I)
- The A J469/569 Theater History (II)
- Hist J468/J568 Russia and Soviet Union Since 1894
- Hist J469/J569 Modern France, 1815-present
- Hist J470/J570 Modern Germany, 1815-present

### **Critical Theory and Criticism (9 credits from the following)**

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<sup>3</sup>Possible courses to be offered as Special Topics in Art Design History include: History and Theory of Performance Art; History and Theory of Animation; History and Theory of Graphic Design; History and Theory of Industrial Design; History and Theory of Typography; Postmodern Art and Theory. All Special Topics 404/505 courses must be approved by faculty.

Engl 210 Reading-Writing-Texts  
TheA 288 Introduction to Film Studies  
Art 404/504 Special Topics<sup>4</sup>  
Phil 421 Philosophy and the Arts  
Phil 425 Feminism and Philosophy  
TheA 430 Film Theory and Criticism  
Eng 491/511 Literary Criticism  
Art 508 Critical Theory and Continental Aesthetics

**Cultural Studies (9 credits from the following)**

WmSt 201 Women, Culture & Society: Introduction to Women's Studies  
Hist 350 European Cultural History, 1600-1800  
Hist 380 Disease and Culture: History of Western Medicine  
Hist 382 History of Biology: Conflicts and Controversies  
Hist 385 History of Sexuality  
Art 404/504 Special Topics<sup>5</sup>  
Hist J451/J551 The French Revolution and the Napoleonic Era

**ACADEMIC MINOR REQUIREMENTS**

**HISTORY OF ART, DESIGN, AND VISUAL CULTURE MINOR**

For the minor in History of Art, Design, and Visual Culture minors must complete 18 credits according to the following criteria:

**Required:**

Art 205: Visual Culture  
3 credits in Art Theory (from list above)  
3 credits in Cultural Studies (from list above)

**9 credits from the following courses with at least 3 credits from a 300-level course:**

Art 207 Ancient to Medieval Art and Culture  
Art 208 Italian Renaissance Art and Culture  
Art 209 Northern Renaissance Art and Culture  
Art 210 European Art and Culture 1600-1750  
Art 213 History and Theory of Modern Design  
Art 301 Early Modern Art and Aesthetics  
Art 302 Modern Art and Theory  
Art 303 Contemporary Art and Theory

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<sup>4</sup>Possible courses to be offered as Special Topics in Theory and Criticism include: Architectural Theory; Theory and Application of 4-D Design; Narrative Theory; Theory and Methods in New Media; Contemporary Design Theory; Museum Studies and Museology; and Feminism and Psychoanalysis.

<sup>5</sup>Possible courses to be offered as Special Topics in Cultural Studies include: Art and Science; World Art and Culture; Art and Politics; Art and Culture Between the Wars: Paris, Berlin, New York; American Modernism; Sex and Culture in the Twentieth-Century; The Anti-Aesthetics; and Art and Phenomenology.