

MEMORANDUM

DATE: January 8, 2013

TO: Brook Muller, A&AA Associate Dean

FROM: Patricia Dewey, AAD Director
6-2050 pdewey@uoregon.edu

RE: AAD Course Syllabi Submitted for Review by
A&AA Academic Affairs Committee
and UO Committee on Courses

Introduction

In preparation for expanding our undergraduate Arts Management minor in 2013-2014 and launching our proposed new B. A. in Arts Management in fall 2014, the Arts and Administration Program submits at this time seven course proposals/syllabi for review. One new course (AAD 312 Arts Management) was submitted for review in fall 2012. Two additional 400/500 level course proposals will be submitted in spring 2013. We seek to regularize all of these courses within our undergraduate or combined undergraduate/graduate curricula.

Specific Course Details

AAD 300: Understanding Arts Worlds and the Creative Sector

We seek to introduce this course as a new undergraduate general education course that will be instructed annually beginning in 2013-2014. This course will also be required for all undergraduate Arts Management majors and can apply as an elective for all minors. This course has been developed as an undergraduate course similar to our long-standing graduate level core course titled "Art in Society." We anticipate that this course will be also converted to an online format in several years' time, similar to our successful 250, 251, and 251 series of general education courses.

Arts & Letters Group Satisfying Justification

This course engages students in critical appreciation and use of core ideas in the field of arts management related to how creative practices, communities, and places intertwine. Inquiry stems from central theoretical perspectives and empirical studies presented in the primary text, authored by leading scholars in the field of arts management representing a broad swath of contemporary thinking and practice. Weekly discussions as well as larger written assignments push students to apply concepts rather than simply report on them, entailing a rich articulation of foundational issues and case analysis.

Multicultural Category C: International Cultures Justification

While taking a U.S.-based context as its starting point, this course draws extensively on international examples and scholarly analysis in order to explore how art worlds and creative sectors manifest across diverse geographic and cultural settings. Students will pursue course concepts, entailing critical engagement with the ways in which these concepts manifest across diverse settings on the globe. The core text moves through U.S. examples into a final section focused on international settings, and the instructor will provide article-length readings throughout the course that augment the core text with international examples.

AAD 315: Arts Fundraising and Communications

This new undergraduate course is paired with AAD 312 Arts Management as a foundational core requirement for all undergraduate majors, and serves as an elective option for undergraduate minors. This course will be introduced in 2013-2014. We anticipate that this course (and AAD 312 Arts Management) will in time also be developed as online courses to allow for hybrid and distance learning opportunities.

AAD 425: The Artist as Educator

This new undergraduate course will be a required course for the new "Arts Engagement and Education" track for our new undergraduate major, and will serve as an elective option for majors in other tracks, minors, and other UO students. This course will be introduced in 2014-2015.

AAD 431: Integrating Arts Across the Curriculum

This new undergraduate course will be a required course for the new "Arts Engagement and Education" track for our new undergraduate major, and will also be a required course for College of Education Educational Foundations majors. This course will be paired with the long-standing AAD 430 Youth Arts Curriculum and Methods course, which will be required of Education juniors in the future. AAD 430 will be a prerequisite for AAD 431. AAD 431 will be required for Education seniors. This course will be introduced in 2014-2015.

AAD 434: The Artist Entrepreneur

This new undergraduate course will be a required course for the new "Arts Entrepreneurship" track for our new undergraduate major, and will serve as an elective option for majors in other tracks, minors, and other UO Students. This course will be introduced in 2014-2015.

AAD 435: Arts Business Development

This new undergraduate course will be a required course for the new "Arts Entrepreneurship" track for our new undergraduate major, and will serve as an elective option for majors in other tracks, minors, and other UO Students. AAD 434 is a prerequisite for AAD 435. This course will be introduced in 2014-2015.

AAD 422/522: Cultural Programming

We seek to regularize this course as a combined undergraduate/graduate course (it has been instructed several times as an experimental course). This course will be required for the "Arts Administration" track in the new undergraduate major, will serve as an elective in other undergraduate tracks as well as in the minor, and will serve as an elective in the master's degree program in arts management.

Multicultural Category B: Identity, Pluralism, and Tolerance Justification

We seek to also regularize this course (AAD 422) as a Multicultural Category B group-satisfying course for undergraduate students. This course specifically addresses the ways in which cultural programming plays a role in public awareness of and discussions or debates about collective identities distributed across distinctions based in class, ethnicity, religion, sexuality or other markers of identity that folklorists, arts administrators and other cultural workers recognize as vital to cultural pluralism. Readings, discussion, and written assignments provide opportunities for students to actively engage in analysis of how cultural programming entails opportunities for documentation presentations, and education of diverse threads of heritage and identity.

Please feel free to contact me with any questions you might have or any requests for additional information on any of these proposed courses.