

**HIP-HOP STUDIES & VISUAL CULTURE MINOR (HHVC)**  
**VISUAL COMMUNICATION & DIGITAL MEDIA ARTS**  
**DEPARTMENT OF FINE & PERFORMING ARTS | COLLEGE OF ARTS & SCIENCES**

**Description:** The VCDMA program under Department of Fine and Performing Arts offers a new minor in Hip-Hop Studies & Visual Culture (HHVC). This will be an interdisciplinary minor that focuses on research, critical discourse and creative projects on hip-hop and its elements as expressed through, but not limited to: DJ-ing, MC-ing, Graffiti, B-Boy-ing (Dance) and Knowledge. The minor will also allow opportunities for research on visual culture, technology, contemporary art, pop culture, design and media.

Furthermore, this minor incorporate studies in contemporary art/design history, aesthetics, criticism and theory; performance art: music, theater and dance. Students will also review the impact of hip-hop on popular culture, technology and the humanities. This unique minor consists of a minimum of 21-24 credits depending on the course plan, as students will consult with the academic advisor.

The minor allows students an opportunity to investigate how hip-hop as a cultural, artistic, social, economic and even political phenomenon relates to global society as a whole. Students will learn how the foundation of African and African American cultural, musical and creative expression and traditions have also influenced and impacted hip-hop.

**Goals:** The goals are to use visual culture as a vehicle to further investigate how hip-hop and related forms are expressed and communicated in the artistic, musical and specifically visual traditions.

Although this new area of focus resides primarily in VCDMA, in the Department of Fine and Performing Arts, the need for collaboration with other disciplines and departments within the Bowie State University will be critical.

This program will be open to all students regardless of backgrounds or majors and to also for those who seek to develop specific research and creative projects, presentations, exhibitions, performances and/or trans media projects focused or related to hip-hop studies and/or visual culture. Students will declare the minor in consultation with their program advisor.

Students who chose to minor in Hip-Hop Studies and Visual Culture (VCDMA) must maintain a grade of a "C" or better in all minor and required courses. This new concentration in Hip-Hop Studies may be useful, but not limited to the following: Visual Communication & Digital Media Arts (VCDMA), Art, Theater Arts, Music and Music Technology (Department of Fine and Performing Arts; Business, Marketing, Advertising, History and Government, Social Sciences, English and Modern Languages, Public Relations, Journalism (Communications) and others.

### **Student Learning Outcomes:**

- Analyze the various artistic genres, movements of contemporary and urban art
- Investigate the foundations of hip-hop and those who have made significant contributions
- Discuss and critique through examples, the impact hip-hop has had on contemporary art, design, fashion, performance: (theatre/music/dance), film; popular media and culture
- Study the history, aesthetics and elements of hip-hop and current trends and nuances
- Conduct and produce evidence of research on popular Black art, music and culture and how hip-hop has influenced these forms and an industry
- Produce projects, visual, written and oral presentations; websites, multimedia, creative projects and performances related to hip-hop, contemporary and underground
- Critique on-campus and off-campus, hip-hop related events, field trips and performances
- Contrast hip-hop vs. the industry by exploring the commercialization and often exploitive aspects, misrepresentation and misunderstanding of hip-hop
- Collaborate with hip-hop based artists, designers, filmmakers, scholars, students, media producers, ethnomusicologists and other hip-hop and community related organizations, institutions locally and globally for research and projects such as conferences, creative projects, journals and paper presentations

### **STUDENTS SHOULD FIRST PASS:**

ENGL 101 & 102 (GEN ED)

HIST 114 AFRICAN AMERICAN HISTORY BEFORE 1865 (GEN ED – SOCIAL SCIENCE)

ANTH 101 INTRO TO ANTHROPOLOGY (GEN ED – SOCIAL SCIENCE)

### **REQUIRED HIP-HOP & VISUAL CULTURE MINOR COURSES 21-24 CREDITS (21 min.)**

1. HIST 115 AFR. AMERICAN HISTORY SINCE 1865: 3 CREDITS
2. THEA 409 HIP HOP THEATRE OR HUMA 202 LIFE THEMES IN HUMANITIES, OR COMM 242 SURVEY OF EMERGING MEDIA OR COMM 403 INTERCULTURAL COMMUNICATIONS: 3 CREDITS (CHOOSE ONE)
3. MUSC 409 BLACK CONTEMPORARY MUSIC & SOCIETY: 3 CREDITS
4. ENGL 253 STUDIES IN POPULAR CULTURE (\*\*ENGL 330 OR 331): 3 CREDITS
5. (CHOOSE ONE): ART/VCDM HISTORY ELECTIVE. VCDM 367 DESIGN HISTORY, VCDM 365 FASHION HISTORY, ART 405 AFRICAN AMERICAN ART HISTORY OR VCDM 394 HISTORY OF ANIMATION: 3 CREDITS
6. (CHOOSE ONE): ANTH 304 LANGUAGE & CULTURE OR ART 405 URBAN ANTHROPOLOGY (AFTER ANTH 102): 3 CREDITS
7. VCDM 408 VISUAL CULTURE: 3 CREDITS
8. VCDM 410 HIP HOP STUDIO : 3 CREDITS

\* REQUIRES PASSING ENGL 102

\*\*REQUIRES PASSING ADDITIONAL ENGL 236 INTRO TO LITERATURE

HHVC MINOR COURSE SCHEME CHECKLIST	CREDITS	PASSED
1. HIST 115 African American History since 1865 (cannot be used with General Elective credits)	3 credits	_____
2. THEA 409 Hip-Hop Theatre <b>required</b> HUMA 202 Life Themes in Humanities COMM 242 Survey of Emerging Media COMM 403 Intercultural Communications	3 credits	_____
3. MUSC 409 Black Contemporary Music and Society <b>required</b> <i>* Requires a prerequisite of ENGL 102</i>	3 credits	_____
4. * ENGL 253 Studies in Popular Culture <b>choose one</b> ** ENGL 330 African American Poetry & Poetics ** ENGL 331 The African American Vernacular Tradition  <i>* Requires a prerequisite of ENGL 102</i> <i>**Requires an additional prerequisite of ENGL 236 Intro to Literature</i>	3-6 credits (3 credits min.)	_____
5. *ART/VCDMA Art History Elective ART 405 African American Art History VCDM 365 History of Fashion VCDM 367 Design History VCDM /COMM 394 History of Animation  <i>*Requires a prerequisite of ENGL 102</i>	3 Credits	_____
6. *ANTH 405 Urban Anthropology <b>choose one</b> *ANTH 304 Language/Culture  <i>*Suggested that students take ART 102 Intro to Anthropology before and use as General Education, Social Science Elective</i>	3 credits	_____
7. *VCDM 408 Visual Culture <b>required</b> <i>* Requires a prerequisite of ENGL 102</i>	3 Credits	_____
8. * VCDM 410 Hip Hop Studio <b>required</b> <i>*Required a prerequisite of VCDM 408 and at least (3 studio courses, 9 credits total) in either an ART, VCDM, MUSIC, COMM or THEA studio courses (or others as approved)</i>	3 Credits	_____
<b>TOTAL CREDITS</b>	<b>21-24 CREDITS</b>	<b>21 Min required</b>

Any questions can be directed to Tewodross Melchishua Williams, Associate Professor and Program Coordinator, Visual Communication & Digital Media Arts (VCDMA), Department of Fine and Performing Arts. Fine and Performing Arts Center (FPAC) RM 2130. T: (301) 860-3731. F: (301) 860- 3767 [tmelchishua@bowiestate.edu](mailto:tmelchishua@bowiestate.edu) . Follow us on Facebook: VCDMA empowers and on twitter: @vcdma