

## **HIP-HOP STUDIES & VISUAL CULTURE MINOR (HHVC) VISUAL COMMUNICATION & DIGITAL MEDIA ARTS**

**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 incorporates 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 21-24 credits (min. 21) 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
- Analyze and 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 102 INTRO TO ANTHROPOLOGY (GEN ED – SOCIAL SCIENCE)
- SOCI 101 INTRO TO SOCIOLOGY (GEN ED – SOCIAL SCIENCE)

**REQUIRED HIP-HOP & VISUAL CULTURE MINOR COURSES 21-24 CREDITS**

**(21 min.)**

- HIST 115 AFR. AMERICAN HISTORY SINCE 1865: 3 CREDITS
- 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)
- MUSC 409 BLACK CONTEMPORARY MUSIC & SOCIETY: 3 CREDITS
- ENGL 253 STUDIES IN POPULAR CULTURE (\*\*ENGL 330 OR 331): (CHOOSE ONE): 3 CREDITS \* *REQUIRES PASSING ENGL 102*  
*\*\*REQUIRES PASSING ADDITIONAL ENGL 236 INTRO TO LITERATURE*
- ART/VCDM HISTORY ELECTIVE. VCDM 367 DESIGN HISTORY, VCDM 365 FASHION HISTORY, ART 405 AFRICAN AMERICAN ART HISTORY OR VCDM 394 HISTORY OF ANIMATION: (CHOOSE ONE): 3 CREDITS
- SOCI 303 SOCIOLOGY OF HIP-HOP CULTURE (AFTER SOCI 101) OR ANTH 304 LANGUAGE & CULTURE OR ART 405 URBAN ANTHROPOLOG (AFTER ANTH 102): CHOOSE ONE: 3 CREDITS
- VCDM 408 VISUAL CULTURE: 3 CREDITS
- VCDM 410 HIP HOP STUDIO: 3 CREDITS

<b>HHVC MINOR COURSE SCHEME CHECKLIST</b>	<b>CREDITS</b>	<b>PASSED</b>
<b>1. HIST 115 African American History since 1865</b> (cannot be used with General Elective credits for major)	3 credits	
<b>2. THEA 409 Hip-Hop Theatre or required</b> HUMA 202 Life Themes in Humanities or COMM 242 Survey of Emerging Media COMM 403 Intercultural Communications	3 credits	
<b>3. MUSC 409 Black Contemporary Music and required Society</b> * Requires a prerequisite of ENGL 102	3 credits	
<b>4. * ENGL 253 Studies in Popular Culture or choose one</b> ** ENGL 330 African American Poetry & Poetics or ** ENGL 331 The African American Vernacular Tradition  * Requires a prerequisite of ENGL 102 ** Requires an additional prerequisite of ENGL 236 Intro to Literature	3-6 credits (3 credits min.)	
<b>5. ART/VCDMA Art History Elective choose one</b> *ART 405 African American Art History or *VCDM 365 History of Fashion or VCDM 367 Design History or *VCDM/COMM 394 History of Animation *Requires a prerequisite of ENGL 102	3 Credits	
<b>6. *ANTH 405 Urban Anthropology ANTH 304 choose one Language/Culture OR</b> <b>**SOCI 303 Sociology of Hip-Hop Culture</b>  Suggested that students take ART 102 Intro to Anthropology before and use as General Education, Social Science Elective  ** Requires a prerequisite of SOCI 101	3 credits	
<b>7. *VCDM 408 Visual Culture required</b> * Requires a prerequisite of ENGL 102	3 Credits	
<b>8. * VCDM 410 Hip Hop Studio required</b> *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)	3 Credits	
<b>TOTAL CREDITS</b>	<b>21-24 CREDITS</b>	<b>21 Min required</b>