

UCSB ARTS



The arts have been integral to human society for tens of thousands of years—from the cave paintings, rituals, ornamentation, and modes of expression of the earliest humans to the digital media, design, and entertainment of the 21st century. The arts are central to what makes us human, both as individuals and as a society. The expression and experience of art enrich our culture and community; they enable us to communicate, represent our lives, understand the lives of others, design our world, and imagine our future. Arts education deepens experience, creativity, and powers of observation in students at every level. An important engine of economic growth, the arts also stimulate the innovation and collaboration that are crucial to economic competitiveness in our global economy.

The departments and programs in the Division of Humanities and Fine Arts encompass the artistic traditions that have been at the heart of a liberal arts education for centuries (such as theater, dance, the visual arts, music, and literature) and the innovative fields that are remapping both the university and the world in which we live (such as film, media studies, and the digital arts). UC Santa Barbara offers conservatory-level training and fine arts degrees as well as arts and humanities majors and courses that inspire, instill creativity, and foster critical thinking and communication skills.

TEACHING, TRAINING, RESEARCH, AND PUBLIC PROGRAMS

Art
History of Art and Architecture
Film and Media Studies
Music
Theater and Dance
Media Arts and Technology
Interdisciplinary Humanities Center
Art, Design, and Architecture Museum
Carsey-Wolf Center
Center for the Interdisciplinary Study of Music (CISM)
Arts & Lectures (A&L)
University of California Institute for Research on the Arts (UCIRA)

Art: BA, MFA
Acting: BFA
Dance: BA, BFA
Theater: BA, MA, Ph.d.
Music: BA, BM, MA, Ph.d., DMA
Media Arts and Technology: MA, Ph.d.
Film and Media Studies: BA, MA, Ph.d.
History of Art and Architecture: BA, MA, Ph.d.

Our humanities departments also offer courses on the philosophy of art and aesthetic theory, the history of drama, literature and literary theory, museum and curatorial studies, visual culture, art criticism, media and media theory, musicology, ethnomusicology, and other areas important to the study and practice of art.

DISTINGUISHED FACULTY OF SCHOLARS AND PRACTICING ARTISTS

Our faculty include not only scholars but also practicing artists, photographers, curators, critics, musicians, composers, conductors, actors, directors, designers, playwrights, screenwriters, film and television directors, and digital artists. They have received major prizes and fellowships from the Guggenheim Foundation, the National Endowment for the Arts, and other prestigious organizations. They include Emmy Award and Academy Award nominees and winners. They have performed and exhibited at major venues all over the United States and the world—from Carnegie Hall in New York City to the Centre Pompidou in Paris.

In addition to our regular faculty, renowned professionals are brought to campus by Arts & Lectures and other programs—not only for performances but also for master classes, artist residencies, and collaborations with faculty and students. Recent guests include Yo-Yo Ma, the Silk Road Ensemble, Joshua Bell, the Julliard String Quartet, Tony Kushner, Bill T. Jones, Ballet Hispanico, the Alvin Ailey American Dance Theater, Ama Ata Aidoo, Jon Robin Baitz, and Bill Irwin.



ART IN THE COMMUNITY

- Based in the Interdisciplinary Humanities, Isla Vista Arts promotes the arts as a catalyst for social growth and change in the neighboring Isla Vista community. IVArts co-sponsors weekly arts programming, such as Magic Lantern Films and I.V. LIVE/Improvisability and on-going projects like Shakespeare in the Park, *WORD: Isla Vista Arts & Culture Magazine*, and *Nuestra Voz*.
- A Theater & Community Concentration in the Department of Theater and Dance allows students to practice their performance skills in campus and the Santa Barbara communities. Students visit schools and community organizations where they both perform plays written for school audiences and help children to develop their own plays.
- Art Department courses have focused on experimental curricula with off-site and project-based learning within an itinerant classroom setting. Projects included the storefront renovation of a local bakery and a public art program for the central business corridor of the student community of Isla Vista. Through affiliations with civic and non-profit agencies, opportunities were developed for student engagement and “civic aesthetics.”
- The Pollock Theater, affiliated with the Department of Film and Media Studies and the Carsey-Wolf Center, offers a variety of screenings, film series, conferences, and programs open to the university and Santa Barbara communities.
- Arts & Lectures offers an array of performances and lecturers, often sending artists into public schools as well as UCSB studios and classrooms for demonstrations and master classes.

UCSB ARTS INITIATIVE

The Division of Humanities and Fine Arts has launched a major Arts Initiative. We seek support for:

- Artist Residencies and a Visiting Artist Program.
- Student productions, performances, and exhibits.
- National and international tours for student performance companies.
- Scholarships and fellowships to recruit the most talented students.
- Outreach programs that bring the arts to our local community.
- A major renovation of the Music Building to enhance facilities and create new performance, rehearsal, practice, and teaching spaces.
- State-of-the-art equipment for the Pollock Theater, Film and Media Studies, Media Arts and Technology, Art, Theater and Dance, and Music facilities.
- **Art, Design, and Architecture Museum**: In its 50-year history, the Art, Design, and Architecture Museum (formerly the University Art Museum) has achieved a national reputation for innovative exhibitions and an interdisciplinary focus that simultaneously place the museum at the center of a liberal arts college, a research university, and the cultural life of Santa Barbara. The Architecture and Design Collection (ADC) is a nationally-renowned archive that specializes in Southern California architecture.
- **Carsey-Wolf Center**: The Carsey-Wolf Center (CWC) supports research, teaching, and public programming about media. The Center aims to foster the creativity, critical skills, historical understanding, and new forms of literacy that students need to be informed citizens in the 21st Century. By engaging industry professionals and policy makers, as well as students and scholars, CWC seeks to increase public understanding of media's role in society and inform policy debates.



Think Interpret Understand Communicate Design Create Innovate



ALUMNI AND CAREER PATHS

Many of our alumni have had successful careers as artists, including actors, screenwriters, directors, film and television executives, artists, and musicians—from **Michael Douglas** to **Richard Serra**.

Graduates from both arts and humanities departments go on to a wide variety of careers and professions. A liberal arts education—including arts majors—provides an excellent preparation for a well-paying career.

In a September 2013 survey, 84% of **business leaders** agreed that “the ability to **think creatively** is just as important as the ability to think critically.” 73% agreed that “being well-rounded with a range of abilities is more important than having industry expertise because job-specific skills can be learned at work.”

In an April 2013 survey, 93% of **business executives** agreed that a job candidate's “demonstrated capacity to think critically, communicate clearly, and solve complex problems is more important than undergraduate major.” 92% agreed that “**innovation is essential** to our company’s continued success.” 95% agreed that their company “puts a priority on hiring people with the intellectual and interpersonal skills that will help them contribute to innovation in the workplace.”

In 2012, the **Strategic National Arts Alumni Project (SNAAP)** released a national study of University of California and other university alumni with arts degrees that showed that **arts graduates are highly satisfied with their educational and career experiences**. 87% of arts graduates responding to the survey who are currently employed are satisfied with their jobs. Arts graduates gained employment quickly upon graduation, with 83% finding work within the first year of obtaining their degree; 12% went on to pursue higher education.



ARTS AND ECONOMIC IMPACT

Cultural centers are strong economic centers. According to the Americans for the Arts “Arts and Economic Prosperity” report (based on 2010 data) the nonprofit arts and culture industry plays a significant role in strengthening both state and national economies.

- America's arts industry generates \$135.2 billion in economic activity.
- \$61.1 billion comes from the nation's nonprofit arts and culture organizations and \$74.1 billion from event-related expenditures by their audiences.
- This economic activity supports 4.1 million full-time jobs and produces \$22.3 billion in revenue to local, state, and federal governments every year.

A 2004 California Council for the Arts study reported comparable figures: \$2.2 billion in nonprofit arts sector spending and \$2.7 billion in worker income. Non-profit arts generated nearly \$300 million in tax revenue, the equivalent of 10,000 small businesses.