

BACHELOR OF ARTS IN ART (ART HISTORY AND VISUAL CULTURE)

Web Site: <https://twu.edu/visual-arts/undergraduate-programs/>

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/the-cb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

- a. Oral Expression: The ability to speak clearly and effectively communicate information and ideas.
- b. Written Comprehension: The ability to read and understand information and ideas presented in writing.
- c. Sociocultural-Informed Perspective: Knowledge and critical understanding of the social and cultural dynamics that impact the global art world.
- d. Writing: Communicating effectively in writing as appropriate for the needs of professional and scholarly visual art audiences.
- e. Research: The ability to research and analyze source material to deduce significant conclusions on visual art subjects.