

## AUTONOMUS UNIVERSITY OF AGUASCALIENTES

### MASTER IN ART

#### PROGRAM<sup>1</sup>

#### I. PROGRAM IDENTIFICATION

Responsible academic center:	Arts and Culture Center
Responsible academic department:	Music, Art and Cultural Management
Modality:	On-campus
Level:	Master's Degree
Program orientation:	Program that specializes in the profession
Program engagement:	Exclusive time for those students with CONACyT scholarships and a grant from the University. Partial for active professionals.
Duration:	2 years (4 academic semesters)
Academic Credits:	160
Type of educational program:	Institutional program
Approval date by the HCU <sup>2</sup> :	April 2021

#### II. QUALITY RECOGNITION

National:	National Postgraduate System (SNP)
Level:	in Development
International:	Ibero-American Postgraduate University Association (AUIP)

#### III. PROGRAM OBJECTIVE

Form professionals capable of designing, implementing and evaluating artistic production, management and education projects, based on the analysis of art, language and culture, with the purpose of improving their professional performance with a significant social impact.

Date of actualization: December 2022

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<sup>1</sup> (Web version)

<sup>2</sup> Honorable University Council

#### IV. LINES OF RESEARCH

1. Analysis of Art, Production Processes and Artistic Management.
2. Processes of Artistic Education

#### V. APPLICANT AND GRADUATE PROFILE

APPLICANT	GRADUATE
<p><i>Knowledge:</i></p> <ol style="list-style-type: none"> <li>1. On art history.</li> <li>2. About the evolution of your academic area.</li> <li>3. About English as a Foreign Language.</li> <li>4. On the theoretical and methodological bases of their area or artistic discipline.</li> <li>5. About the most recognized lines of knowledge in your area of interest.</li> </ol>	<p><i>Knowledge:</i></p> <ol style="list-style-type: none"> <li>1. Theoretical and methodological on the analysis of art applied to production, management, and teaching.</li> <li>2. Theoretical and methodological for the design, implementation and evaluation of professionalizing projects that promote the diffusion of art and the link with society.</li> <li>3. About the most important questions and problems within your area or artistic discipline.</li> <li>4. On the current context of art and culture at a regional, national, and international level.</li> </ol>
<p><i>Skills:</i></p> <ol style="list-style-type: none"> <li>1. Ability to analyze and synthesize information.</li> <li>2. Reading comprehension of theoretical, philosophical, and methodological topics on their area or discipline.</li> <li>3. Verbal expression (oral and written) suitable for carrying out work and presentations (reviews, critiques, summaries, bibliographic research reports).</li> <li>4. Efficient management of ICT for the preparation and presentation of work or projects.</li> <li>5. Interest in the development of critical thinking.</li> </ol>	<p><i>Skills for:</i></p> <ol style="list-style-type: none"> <li>1. Define problems and propose solutions, through artistic and cultural projects.</li> <li>2. Develop strategies for the study of artistic phenomena, based on the theories learned.</li> <li>3. Link the projects generated with society.</li> <li>4. Link as a professional with public and private institutions.</li> <li>5. Communicate efficiently and effectively in your work environment.</li> </ol>
<p><i>Attitude:</i></p> <ol style="list-style-type: none"> <li>1. Responsible for the study, attendance, and participation in the courses, in addition to the formal delivery of the work requested in them.</li> <li>2. Collaborative to work as a team and promote discussions that enable the construction of knowledge.</li> <li>3. Critical and reflective on issues related to their area or artistic discipline.</li> <li>4. Creative in answering questions about the artistic phenomenon and practice.</li> <li>5. Open and tolerant of new knowledge and artistic proposals.</li> <li>6. Proactive and active, according to the postgraduate activities.</li> </ol>	<p><i>Attitudes in:</i></p> <ol style="list-style-type: none"> <li>1. Professional ethics.</li> <li>2. Creative in solving problems in their area or discipline.</li> <li>3. Openness and tolerance towards different conceptions of the artistic phenomenon, as well as towards different methodological or theoretical approaches related to art.</li> <li>4. Reasoned and reflective criticism</li> <li>5. Participation in team work.</li> </ol>

<p><i>Values:</i></p> <ol style="list-style-type: none"> <li>1. Humanism</li> <li>2. Tolerance</li> <li>3. Respect for the social, cultural and ambiental environment.</li> <li>4. Solidarity</li> <li>5. Honesty</li> <li>6. Liability</li> </ol>	<p><i>Values:</i></p> <ol style="list-style-type: none"> <li>1. Humanism</li> <li>2. Tolerance</li> <li>3. Respect for the social, cultural and ambiental environment.</li> <li>4. Solidarity</li> <li>5. Honesty</li> <li>6. Liability.</li> <li>7. Pluralism.</li> </ol>
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## VI. ADMISSION AND SELECTION REQUIREMENTS

### ADMISSION

1. Bachelor's degree, preferably in Humanities, Arts, Social Sciences, Architecture or Design.
2. Minimum average of 8.0 in undergraduate studies.
3. Pass the National Exam (EXANI III).
4. Accredited the comprehension exam of a foreign language, preferably English.
5. Deliver the curriculum vitae to identify your professional experience.
6. Present in writing and with arguments the academic and extra-academic reasons that support your application for admission to the Master.
7. Attend the interview with the Academic Council of the Master in Art.
8. Fulfill the institutional admission requirements.

## VII. CURRICULAR STRUCTURE AND ORGANIZATION OF THE PROGRAM

Distribution of academic subjects by formation axes

Formation ax	Semester / Number of subjects				Total
	1	2	3	4	
Basic	2	-	-	-	2
Discipline / Professional	1	1	1	1	4
Professionalizing Terminal	1	1	1	1	4
<b>Total</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>10</b>

Distribution of academic subjects according to semester and formation axes

Formation ax	# of Subjects	% of Subjects	Credits	% of Credits
Basic	2	20%	20	12.5%
Discipline / Professional	4	40%	40	25%
Professionalizing Terminal	4	40%	50	31.25%
<b>Subtotal</b>	<b>10</b>	<b>100%</b>	<b>110</b>	<b>68.75%</b>
Elective and Professional Stays			26	16.25%
Complementary Activities			14	8.75%
Grade Test			10	6.25%
<b>Total</b>	<b>10</b>	<b>100%</b>	<b>160</b>	<b>100%</b>

## Curricular Map

Formation axes	Semester /			
	Subjects			
	Semester 1	Semester 2	Semester 3	Semester 4
Basic	Methodological tools for the design and evaluation of artistic projects.  Theory of art and their practical applications			
Discipline / Professional	Analysis and criticism of artistic discourses. *	Cultural Management	Professionalizing course**	Artistic education and divulgation of arts.
Professionalizing Terminal	Development of professionalizing projects.	Elaboration	Preparation and implementation of professionalizing projects II.	Preparation and implementation of professionalizing projects III.
Optative	These subjects may be taken inside or outside the institution at a national or international level, in person or online, during the third and fourth semester. They will be carried out in accordance with the provisions of the operating strategies indicated in this document.			
Professionalizing and complementary activities	These are activities that reinforce the student's training. See p. 90			
Professional Stay	<p>A professional stay will be carried out to innovate with a project or product in artistic, governmental, or educational institutions during the second to fourth semesters, to develop their professionalizing work and to prove the credits, a letter of satisfaction from the receiving company must be available at the end.</p> <p>The proposal for a professional internship made by the student will be agreed upon with the tutor, in accordance with the Research Line of affiliation and with the professionalizing profile of the program, with the approval of the Academic Council.</p>			

\* They will be carried out in a modular way, this means that more than one professor will participate in their implementation consecutively (when one professor concludes his topics, the other begins)

\*\* Professional course will be a group subject and the contents are agreed and approved by the Academic Council according to the group needs

## **VIII. PERMANENCE REQUIREMENTS**

The student must fulfill the university regulations in relation to the academic and administrative permanence requirements, that means that he must attend and pass the different subjects of the study plan and comply with the specified activities required by the master.

Each subject must be accredited in the ordinary period with a minimum grade of 7.0, according to what is indicated by the General Teaching Regulations, or in an extraordinary exam considering a single opportunity to pass the subject that is owed.

A relevant aspect for permanence is the delivery and presentation of significant advances in their professionalizing degree work, according to what is indicated in each subject intended for such purposes. Failure to accredit this core part of the program will be cause for withdrawal.

Students must submit to the postgraduate academic coordination, a written report of activities and progress, endorsed by the tutor. The report must reflect the progress of the professionalizing degree work, as well as professionalizing activities and stays, including mobility, that can help to achieve terminal efficiency and maximum graduation time.

## **IX. DEGREE EARNING REQUIREMENTS**

1. Accredite all the subjects and activities indicated in the program.
2. Obtain a minimum overall grade point average of 8.0.
3. Present and defend the degree work in a public degree exam and pass it in due time and form, as established in the *Manual of Postgraduate Guidelines and Procedures for the Preparation of Thesis and Practical Work* and in accordance with the *General Teaching Regulations*.
4. Submit an academic report guided by the Academic Council according to the graduation profile and level of the program related to the professional stay carried out in a public (or private) institution.
5. RGD, it is mandatory to individually develop a reception work and defend it in the grade exam. In the case of the DCA and because it is a program oriented towards scientific research, a thesis must be carried out, with the options of traditional thesis and theses based on published articles.

## X. NÚCLEO ACADÉMICO BÁSICO

Grado	Nombre	Institución del último grado	TIEMPO	S.N.I.	Línea de Investigación
Doctorado	Álvarez Rivera, Adriana	Universidad de Salamanca	PTP	--	--
Doctorado	Andrade Zamarripa, Armando	Instituto de Formación de Estudios Superiores	PTC	--	A
Doctorado	Capistrán Gracia, Raúl W.	Texas Tech University, Estados Unidos	PTC	1	B
Doctorado	Carbajal, Irma Susana	Universidad de Guadalajara	PTC	C	B
Maestría	Correa Ortega, Juan Pablo	The University of York, Reino Unido	PTC	--	B
Doctorado	Eslava Heredia, Cristina	UNAM	PTC	1	A
Maestría	Godina Machado, Irlanda Vanessa	Goldsmiths, University of London	PTC	--	A
Doctorado	Gómez Goyzueta, Ximena	UNAM	PTC	C	A
Doctorado	López León, Ricardo	UAM-Xochimilco	PTC	1	B
Doctorado	Mercado Salas, Raquel	UGto	PTC	--	A
Doctorado	Plascencia Martínez, Fernando	UAM-I UAA	PTC	--	B
Doctorado	Prieto Terrones, Jorge	UGto	PTP	C	A
Doctorado	Rodríguez Rodríguez, Brenda María Antonieta	Instituto de Formación de Estudios Superiores	PTC	--	A
Doctorado	Sanz Martin, Blanca Elena	UNAM	PTC	1	A

A= Análisis del Arte y la Lengua, Procesos de Producción y Gestión Artística; B= Procesos de Educación Artística.

UAZ = Universidad Autónoma de Zacatecas; UAM = Universidad Autónoma Metropolitana; ITESM = Instituto Tecnológico de Estudios Superiores de Monterrey; UNAM=Universidad Nacional Autónoma de México; UGto=Universidad de Guanajuato.

## **XI. FLEXIBILITY OF THE PROGRAM**

Mainly, flexibility occurs in the third and fourth semesters, where the load of subjects is reduced to favor professional stays and complementary professional activities. The tutor is the one who guides the student to carry them out, always taking care of the orientation of the master, the graduate profile and the congruence with the line of generation and application of knowledge where the student is attached.



**UNIVERSIDAD AUTÓNOMA  
DE AGUASCALIENTES**

**Dr. Francisco Javier Avelar González**

*Rector*

**Mtra. Elizabeth Casillas Casillas**

*General Director of Research and Postgraduate*

**Mtra. Ana Luisa Topete Ceballos**

*Head of Art and Culture Department*

**Dr. Armando Andrade Zamarripa**

*Secretary of Research and Postgraduate*

**Dra. Irma Susana Carbajal Vaca**

*Curricular Work Coordinator*

**Dra. Ximena Gómez Goyzueta y Dra. Raquel Mercado Salas**

*Members of Council*

**Dra. Cristina Castellano González**

*External Advisor*

**Mtro. Abel Francisco Amador Alcalá y Lic. Juan Vázquez Garma**

*Employer*

**Lic. Adriana Rodríguez Ruiz y Lic. Vitalis Missael López Delgado**

*Master Students*

**Mtra. Karla Jacqueline Silva Doray Ledezma, Dr. J. Trinidad Guerrero Castorena, Mtra. Emma Nitzel García Guardado, Mtra. Naxhieli Martínez Salas, Dr. Carlos Adrián Padillas Paredes, Mtro. Sergio Islas Ávila y Dr. Marco Antonio García Robles.**

*Master Graduates*

## DEPARTAMENTS INVOLVED

**Mtro. Carlos Alberto Ávila Aréchiga**

*Head of Music Department*

**Dra. Raquel Mercado Salas**

*Head of the Department of Art and Cultural Management and Member of  
the Council*

**Dra. en E.A.L.L. Adriana Álvarez Rivera**

*Head of the Literature Department*

**Dra. Brenda Ma. Antonieta Rodríguez Rodríguez**

*Head of Performing Arts Department*