

UP MANILA



CULTURAL HERITAGE
ARTS MANAGEMENT



PHILIPPINE ARTS: CULTURAL HERITAGE AND ARTS MANAGEMENT PROGRAM





BRIEF HISTORY OF THE PROGRAM

- + The BA Philippine Arts Program focuses on the context of culture and the strengthening of national unity and social transformation through the arts
- + It received the BOR approval on December 1987
- + The Arts Management track (Program B) was introduced in April 1993.
- + In 2011, two tracks were distinguished:
 - Cultural Heritage Studies (Track A)
 - Arts Management (Track B)



THE PHILIPPINE ARTS PROGRAM

The BA Philippine Arts program integrates knowledge in Philippine literary, visual and performing arts with historical, socio-cultural, and managerial perspective.



THE CURRICULUM



A woman in a yellow shirt is seen from behind, working on a traditional textile loom. The loom is made of wooden frames and is strung with threads. In the foreground, several white spools of thread are arranged on the floor. The background shows a workshop setting with other looms and threads.

CULTURAL HERITAGE (6 UNITS)

PA 150: Introduction to
Cultural Heritage Studies

Credit: 3 units (Lecture)

PhilArts 151: Cultural Heritage
Preservation

Credit: 3 units (Lecture)

A woman with glasses and a grey shirt stands in a classroom, presenting to a large screen. The screen shows a person in a white garment. A laptop on a podium is connected to the screen. The background is a plain wall with a door on the left.

THEORY (9 UNITS)

PA 101: Theories and Approaches to
the Arts I

Credit: 3 units (Lecture)

PA 102: Theories and Approaches to
the Arts II

Credit: 3 units (Lecture)

PA104: Frames, Models and Paradigms
in Arts and Culture

Credit: 3 units (Lecture)



**SURVEY
(15 UNITS)**

PA 110: Philippine Indigenous and
Ethnic Arts

Credit: 3 units (Lecture)

PA 111: The Hispanic Tradition in
Philippine Arts

Credit: 3 units (Lecture)

PA112: The Anglo-American Tradition in
Philippine Arts

Credit: 3 units (Lecture)

A group of people, mostly young adults, are gathered in a room. A large green semi-transparent rectangle is overlaid on the left side of the image, containing the text 'SURVEY (15 UNITS)'. The people are looking in various directions, some towards the camera and others away. The room has light-colored walls and curtains.

SURVEY
(15 UNITS)

A group of people, mostly young adults, are gathered in a room. A large red semi-transparent rectangle is overlaid on the right side of the image, containing the text for two course units. The people are looking in various directions, some towards the camera and others away. The room has light-colored walls and curtains.

PA113: The Asian Tradition in Philippine
Arts

Credit: 3 units (Lecture)

PA114: Artistic Traditions in Health and
Healing

Credit: 3 units (Lecture)

ARTS MANAGEMENT (15 UNITS)

PA 130: Organizational Development for
the Arts

Credit: 3 units (Lecture)

PA 131: Strategic Planning for the Arts

Organizations

Credit: 3 units (Lecture)

PA132: Marketing Strategies and

Promotion for the Arts

Credit: 3 units (Lecture)



ARTS MANAGEMENT (15 UNITS)


PA133: Financial Management for
the Arts

Credit: 3 units (Lecture)

PA134: Art in Post-disaster

Management

Credit: 3 units (Lecture)

The background image shows a theater performance. In the foreground, a man in a blue shirt is seen in profile, looking towards the right. Behind him, another man in a light blue shirt is visible. The scene is dimly lit, with stage lights creating a dramatic atmosphere. A large red semi-transparent rectangle is overlaid on the right side of the image, containing text.

**FORM:
PERFORMING ARTS
(CHOICE OF 12
UNITS)**

PA 120: Philippine Theater


Credit: 3 units (Lecture)

PA 127: Philippine Dance

Credit: 3 units (Lecture)

PA128: Philippine Music

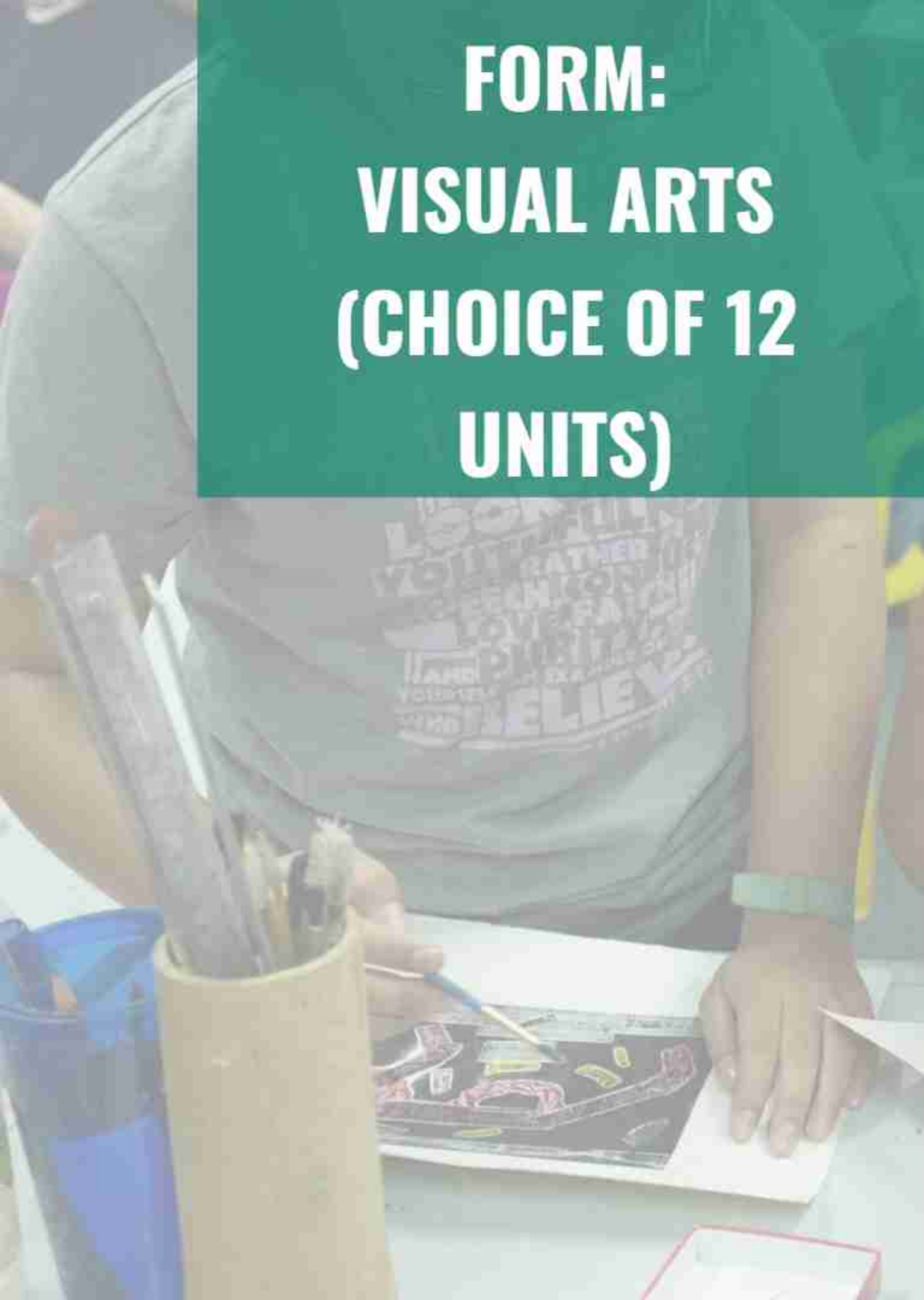
Credit: 3 units (Lecture)



**FORM:
VISUAL ARTS
(CHOICE OF 12
UNITS)**

PA 124: Three-Dimensional
Philippine Art Forms (Architecture
and Sculpture)
Credit: 3 units (Lecture)

PA 125: Two-Dimensional Philippine
Art Forms (Painting, Photography,
and Mixed Media)
Credit: 3 units (Lecture)



**FORM:
VISUAL ARTS
(CHOICE OF 12
UNITS)**



PA126: Philippine Graphics Arts and
Advertising

Credit: 3 units (Lecture)

**FORM:
LITERARY ARTS
(CHOICE OF 12
UNITS)**

PA 121: Philippine Poetic Forms

Credit: 3 units (Lecture)

PA 122: Philippine Prose Forms

Credit: 3 units (Lecture)



SYNTHESIS (12 UNITS)

PA 140: The Arts, Religion, and Myth

Credit: 3 units (Lecture)

PA 141: The Arts and Popular Culture

Credit: 3 units (Lecture)



SYNTHESIS (12 UNITS)

PA144: The Arts in Community
Development
Credit: 3 units (Lecture)

PA147: The Arts of South East Asia
and the Pacific Region
Credit: 3 units (Lecture)

**WORKSHOP
(12 UNITS: 9
REQUIRED; 3
CHOICE)**

PA 160: Visual Arts Workshop

Credit: 3 units

PA 161: Performing Arts Workshop

Credit: 3 units

**WORKSHOP
(12 UNITS: 9
REQUIRED; 3
CHOICE)**

PA 164: Curatorship

Credit: 3 units

PA 165: Arts and Project Management

Credit: 3 units

**WORKSHOP
(12 UNITS: 9
REQUIRED; 3
CHOICE)**

PA 166: Digital Arts Workshop

Credit: 3 units



**INTERNSHIP
(3 UNITS)**

PA 190: Philippine Arts Internship

Credit: 3 units (Lecture)

SPANISH (12 UNITS)

Spanish 1

Credit: 3 units (Lecture)

Spanish 2

Credit: 3 units (Lecture)

Spanish 3

Credit: 3 units (Lecture)

Spanish 20

Credit: 3 units (Lecture)



**SPECIAL TOPICS
(3 UNITS)**

PA 198: Seminar on Selected Topics

Credit: 3 units (Lecture)

The background image shows an indoor setting, possibly a classroom or workshop. In the foreground, the back of a person's head and shoulders is visible. In the middle ground, a woman is standing and looking towards the camera. To her left, another person is partially visible. In the background, a map is displayed on a wall, and a person is standing near it. The overall scene suggests an educational or research environment.

RESEARCH METHODS (3 UNITS)

PA 199: Research Methods in
Philippine Arts
Credit: 3 units (Lecture)

THESIS (3 UNITS)

PA 200: Thesis
Credit: 3 units (Lecture)

30. NOBYEMBRE. 1863.
(TONDO, MANILA)

GREGORIA DE JESUS

10. MAYO. 1897
(BUNDOY
MAGPANTHA)



GUILLERMO OSMENA :
FRESSEL & COMPANY

K.K.K.

KATA ATAPASAN
KAZALAN NG LANGANG
KATIPUNAN NG MGA ANAK
NG BAYAN

PROSPECTIVE CAREERS OF GRADUATES

Prospective Job Descriptions Post-Grad:

1. Art Practitioner
2. Art Critic
3. Cultural Worker
4. Arts and Culture Researcher
5. Museum Curator
6. Museum Administrator
7. Academic
8. Stage Manager
9. Marketing Manager/Assistant

Offices/Organizations to work at:

1. Museums
2. Universities
3. National Commission for Culture and the Arts
4. National Museum of the Philippines
5. National Historical Commission of the Philippines
6. Cultural Center of the Philippines
7. Marketing and Advertising Companies
8. Banking Corporations
9. Theatre and Film Productions

EMAIL:

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CONTACT NUMBER:

THANK YOU VERY MUCH!



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