

ARTH-101: INTRODUCTION TO VISUAL CULTURE

Effective Term

Fall 2021

CC Approval

03/06/2020

AS Approval

03/10/2020

BOT Approval

03/12/2020

SECTION A - Course Data Elements

CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Art History (Master's Degree)	

Subject Code

ARTH - Art History

Course Number

101

Department

Art History

Division

Arts and Humanities (ARAH)

Full Course Title

Introduction to Visual Culture

Short Title

Intro to Visual Culture

CB03 TOP Code

1002.00 - Art

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

E - Non-Occupational

Rationale

This course would provide an opportunity for students to examine critically the surfeit of visual culture they encounter daily. In its freedom to explore diverse materials, not tied to a specific chronology, this course would complement well our current art history surveys.

SECTION B - Course Description

Catalog Course Description

Examination and analysis of visual material, from paintings and sculpture to graphic design, movies, and other contemporary media. Focus will be on how images and objects communicated ideas in the past and continue to shape contemporary experience.

SECTION C - Conditions on Enrollment

Open Entry/Open Exit

No

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites

SECTION D - Course Standards

Is this course variable unit?

No

Units

3.00

Lecture Hours

54.00

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval

Is this course offered through Distance Education?

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Hybrid	Permanent
Entirely Online	Permanent
Online with Proctored Exams	Permanent

SECTION E - Course Content

Student Learning Outcomes

Upon satisfactory completion of the course, students will be able to:	
1.	Identify makers, objects, and processes of visual culture, past and present.
2.	Discern how the interpretation of visual material is conditioned culturally.
3.	Apply discipline-appropriate language to describe and analyze visual material.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1.	Apply principles of visual literacy to understand how images create, merge, and disperse meaning.
2.	Discern the connections and commonalities between and among different forms of visual culture, including, but not limited to advertisements, posters, videos, and web design.
3.	Recognize and assess the impact of politics, gender, ethnicity, geography/environment, globalism on the production and reception of visual material.
4.	Recognize and apply the specific language of art history and visual culture in describing and analyzing the formal characteristics of individual images.

Course Content

1. Introduction to Visual Materials
 - a. Art History and traditional definitions of art
 - b. "High" and "Low" forms of visual culture, as historically defined
 - i. Redefining visual culture on global terms
 - ii. fashion, video games, graffiti
2. Discussing/writing about visual culture
 - a. Elements of art, including line, color, shape, etc.
 - b. Design principles, including symmetry, balance, etc.
3. Visual culture and how it communicates
 - a. Drawings, Paintings, Prints
 - b. Graphic Design
 - i. Advertisements
 - ii. Posters, print media
 - iii. Web design
 - c. Photography
 - d. Video and Movies
 - e. Video games
 - f. Fashion
 - g. Graffiti
 - h. Tattoo
4. Generators of material
 - a. Artists
 - b. Designers
 - c. Collaborative creators
 - d. Role of institutions, market/commerce
5. Ideas and themes
 - a. Images, Power, Politics
 - b. Viewers making meaning
 - c. Notions of identity
 - d. Reproduced Images and the idea of Authenticity
 - e. Realism and invention of perspective
 - f. Modernism and defining abstraction
 - g. Postmodernism-pastiche, parody, eclecticism
 - h. Globalism and flow of information

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Discussion	Class and small group discussion related to readings and or course content. Example: Begin class with an unknown image and have students engage in "pair share" and relate unknown with an image we discussed in previous class.
Field Trips	Field trips to local museums/galleries or any spaces where they can discern how visual material is displayed. Take students in other buildings to see how images/art works are displayed throughout the campus.

Other

Projects: : Students will be assigned topics to develop into a slide presentation or original work of art. Example: In a 10-minute presentation discuss how gender determines the making of art, using examples from European tradition, Tahitian culture, and the Navajo.

Online Adaptation

Types	Examples of learning activities
Discussion	
Group Work	
Journal	
Lecture	

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication
 Telephone Conversations
 Video or Teleconferencing

Student-Initiated Online Contact Types

Chat Rooms
 Discussions
 Group Work

Course design is accessible

Yes

Methods of Evaluation

Methods of Evaluation

Types	Examples of classroom assessments
Exams/Tests	Tests will contain objective questions related to course content, as well as image-based questions of known works, attribution of unknown works and essay questions. Sample essay question: Choose two uses of medieval culture used in contemporary culture—this can be video games, alt-right posters, or Live Action Role Playing. First describe carefully what aspect of the Middle Ages is being visually invoked and then explain fully the function of the past in this context.
Quizzes	Image identification with accompanying question. For example: Explain why John Berger takes a scalpel to this painting (Botticelli's Venus) in the opening scene of Ways of Seeing.
Projects	Research Project: Based on course content, students will research a topic, write an 8-page paper, MLA format, with full citations. For example: Address the myth of photograph as truth, beginning in the mid-19th century and looking at contemporary manipulations of photography in social media. Projects: Students will synthesize information related to course content in form of posters, e-portfolios, etc. Explore use of Native American motifs in fashion through series of advertisements, magazine layouts, and clothing catalogs.
Other	Field Trips: Visit a local museum and write a 2-page analysis of how subject matter is presented. How are objects displayed? Interpreted? What media are utilized for context? Is it an effective presentation?

Assignments

Reading Assignments

Selected readings from textbook, periodicals or library collection covering periods, cultures and artists discussed in lecture.

Read Chapter 4 in Practices of Looking and be ready to discuss how Cara Walker's work belies Renaissance notions of perspective and the body.

Writing Assignments

Consider use of Ancient Egypt in Assassin's Creed video game. In a five-page essay, describe what structures, clothing, objects communicate Ancient Egypt within the game.

Outside-of-Class Assignments

Students incorporate themes of class into creative projects.

Students create 1-minute video that addresses notions of identity shaped by gender, ethnicity, or class.

SECTION F - Textbooks and Instructional Materials

Material Type

Textbook

Author

Sturken, M

Title

Practices of Looking: An Introduction to Visual Culture

Edition/Version

3rd

Publisher

Oxford University Press

Year

2017

Material Type

Textbook

Author

Mirzoeff, N.

Title

How to See the World: An introduction to images

Edition/Version

1st

Publisher

Basic Books

Year

2016

Material Type

Textbook

Author

Howells, R. and Negreiros, J.

Title

Visual Culture

Edition/Version

3rd

Publisher

Polity

Year

2019

SECTION G - Diversity, Equity and Inclusivity**Course Codes (Admin Only)****Local GE Approval Dates**

Local GE Area	Approval Date
Local GE Area C: Humanities	Fall 2021

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No