I. Course Description

By introducing ideas from theories of Visual Culture this course aims to provide a deeper understanding of images in contemporary culture. In our contemporary Visual Culture, visual images are everywhere in all imaginable forms. To cope with this complex visual environment we need “tools” that will help us make sense of it all. We need to be able to read and analyze these images and understand how they relate to each other and communicate meanings to different viewers. Many visual examples will be presented from a wide range of sources. We will look at examples from Fine Art, Photography, Advertising, Film and Digital Media.

*Visual Culture Today* is designated as a General Studies course. The General Studies curriculum at the University of West Florida is designed to provide a cohesive program of study that promotes the development of a broadly educated person and provides the knowledge and skills needed to succeed in university studies. This course has been approved as meeting the requirement in the *Humanities/Fine Arts* area. The General Studies learning outcomes for this course are *Writing* and *Academic Integrity*. This course meets the Multicultural requirement.

II. Course Level Learning Outcomes

*Upon completion of this course students will be able to...*

1. Define and explain the term “Visual Culture”
2. Correctly apply field-specific terminology
3. Explain and discuss the relationship between viewer, image and message
4. Analyze the class, race, gender messages in advertising
5. Analyze the class, race, gender messages in television and film
6. Analyze the class, race, gender messages in art.
7. Arrange images to compose a narrative
8. Discuss the denotative and connotative meaning of a historical photograph

III. Content Overview

*Practices of Looking: An Introduction to Visual Culture*

- Chapter 1: Images, Power, and Politics
- Chapter 2: Viewers Make Meaning
- Chapter 6: Media in Everyday Life
- Chapter 7: Advertising, Consumer Cultures, and Desire
**Ways of Seeing**  
✓ Chapters 1 – 7 (they are very short)

**Ways of Seeing** - video  
✓ Episodes 1 -4

**How Art Made the World** - video  
✓ Episode 3: The Art of Persuasion

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**IV. Graded Assignments**

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<th>Full details and directions for each assignment will be posted on eLearning</th>
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**Deconstructing a Print Advertisement:**  
100 points

Each student will thoroughly deconstruct a print advertisement of their own choosing. A copy of the advertisement and the analysis will be posted on the class tumblr page.

**Tumblr Image Journal:**  
75 points

Each student will keep an image journal on their personal Tumblr page. Each month’s journal will include 25 + images drawn from pre-existing sources on the web, in magazines, newspapers, books, billboards, signs on buildings—basically any image that you think is interesting.

**Analyzing an Historical Photograph**  
50 points

Using the information presented in the text and related web sites, each student will write a 400 word analysis of a photograph of their choice. Copy of the photograph and the analysis will be posted on the class tumbr page.

**PowerPoint Presentation:**  
100 points

Each student will develop a short (approx 10 min) audio/visual “oral” presentation on a topic of their choice using PowerPoint as their delivery method. Presentations will be posted on eLearning and students will be asked to watch and comment on four.
Discussion Forum Questions & Peer Comments:
Point variable

Throughout the semester students will be required to comment on the projects and assignments of their peers. The point value of the comments is typically 5 points.

There will also be Discussion Forum questions posted a few times during the semester. Discussion questions tend to be more informal.

V. Required Text

Title: Practices of Looking: An Introduction to Visual Culture
Authors: Marita Sturken & Lisa Cartwright
Edition: 2nd
Publisher: Oxford University Press

Text is available at the UWF bookstore and online through multiple sources. If you purchase the text online make sure you get the correct edition. There are many changes between the first and second edition so the first edition will not work for this course.

Click here to purchase "Practices of Looking" at Amazon

Title: Ways of Seeing
Author: John Berger
Publisher: Penguin Books

Digitized version of this text is available for free on the course eLearning website. If you prefer a hardcopy version you can find several cheap copies online.

Click here to purchase "Ways of Seeing" at Amazon

VI. Required Websites

1. eLearning
https://elearning.uwf.edu/ (log in with UWF NetID and password.) All course materials are available on eLearning.

3. Turnitin:
http://www.turnitin.com/ Please enroll in our course and familiarize yourself with the program well in advance of the first assignment due date.

1. Class Name: ART2821 Visual Culture Today Spring 2013
2. Course ID: **5904672**
3. Enrollment Password: **art2821spr13**

Link to Turnitin student tutorials:
https://www.turnitin.com/static/training/student.php

4.) **Tumblr: Visual Culture Today Course Account**

“Visual Culture Today” is our course Tumblr page. Use the information below to log in to our account.

https://www.tumblr.com/login
Log in email: **art2821.visual.culture.today@gmail.com**
Password: **art2821spring13**

5.) **Tumblr: Individual Student Account**

In addition to our course Tumblr account each student will set up their own Tumblr page. See “Setting Up Your Tumblr Account” in eLearning

https://www.tumblr.com/login

Note about Tumblr:

You are required to use Tumblr to host some of your assignments but **you are not required to search Tumblr to view Tumblr pages outside of our course.**

**BE ADVISED:**

There is **sexually explicit and graphic** content on Tumblr. **If you choose** to search other Tumblr pages you will have see a lot of non-graphic images but, in addition you **WILL** also encounter explicit, graphic content. Therefore, be aware of others around you who may inadvertently see your computer screen. **I strongly advise against searching Tumblr in the presence of children, adolescents and young teenagers.**

VII. Course Policies & Information

**Correspondence and Email hours:** (gcestaro@uwf.edu)
I generally answer emails Monday through Friday 9:00am- 6:00pm MST (Tucson, AZ). I commonly respond to emails within 48 hours. If you need to reach me immediately please call me.
Live Chat Sessions or Phone Calls:  (520-908-7070)
If you would like to talk with me in real time then please email me so we can make an appointment for a live chat session or phone call.

Notifications:
I strongly recommend that you set up your eLearning notifications to alert you when new items are posted in the course eLearning site, especially “News Items.”

To set up notifications follow these simple steps;
1. Sign in to eLearning
2. After you have signed in you will see your name at the top right corner of the page next to a drop down arrow. Click the arrow to reveal the menu options
3. Click “notifications”
4. Follow the directions on the page to set up custom notifications

Time Zone:
The time zone for this course is Central Standard Time (Pensacola, FL.) If you are not in the same time zone, please make sure you make the correct time conversion so you can get your work in by the correct due time. With very rare exception, late assignments are not accepted.

“Netiquette”:
"Netiquette" is network etiquette, the do's and don'ts of online communication. Netiquette covers both common courtesy online and the informal "rules of the road" of cyberspace. Here are the minimum expectations for this course:

Communicating with me:
✓ You may call me Ms. Cestaro or Gina, whichever you prefer.
✓ Emails to me should always include your full name and the name of the course you are taking with me.
✓ Please use proper grammar, sentence structure and correct spelling in all of your emails.

Communicating with your classmates:
✓ NO FLAMING
✓ Practice kindness and compassion
✓ Always use respectful language, especially when disagreeing
✓ Leave constructive, meaningful comments and feedback

http://www.albion.com/netiquette/ provides links to both summary and detail information about Netiquette for your browsing pleasure.

Late Work:
Graded assignment, unless otherwise indicated, are due on the posted date by 11:59pm. Assignments will not be accepted after midnight on the due date.

Exceptions include:
- Legitimate religious/spiritual, military or sports obligations. You are required to contact me in advance of the assignment due date or exam date in order to be eligible for this exception.
- In the event of a serious illness, medical and/or family emergency you are required to provide documentation which legitimizes your absence (no notes from mom ☹) to be eligible for this exception.

**Grades:**
All grades will be posted to the eLearning grade book. Each assignment is graded on a numeric point system. The specific numeric value of each assignment is included in the assignment documents.

You must achieve the equivalent numeric value of a D- (60%) in order to earn points on an assignment.

**There is NO point value for an ‘F’.**

Rubrics will be available for all written assignments

**Students with Unique Requirements:**
The Student Disability Resource Center (SDRC) [http://uwf.edu/sdrc/index.cfm](http://uwf.edu/sdrc/index.cfm) at the University of West Florida supports an inclusive learning environment for all students.

If there are aspects of the instruction or design of this course that hinder your full participation, such as time-limited exams, inaccessible web content, or the use of non-captioned videos and podcasts, please me or the SDRC as soon as possible. You may contact the SDRC office by e-mail at sdrc@uwf.edu or by phone at (850) 474-2387. Appropriate academic accommodations will be determined based on the documented needs of the individual.

**Scholastic Ethics:** Violations of scholastic ethics are considered serious offenses. All work done for this class, unless properly documented, must be your own. Failure to comply with this standard will result in an ‘F’ for the assignment, and possibly an ‘F’ for the semester. UWF’s [Student Code of Conduct](http://uwf.edu/sdrc/index.cfm) and [Academic Misconduct Policy](http://uwf.edu/sdrc/index.cfm) statement are available in the Content section on our eLearning site

**Bright Futures & Other Merit-based Scholarships and Aid:**
If you have a scholarship, or other merit–based aid, which requires you to maintain a certain GPA it is your responsibility to track your grade and comply with all the requirements of your scholarship.
VIII. Technical Support & Training:

This is an online course so it is your responsibility to make sure you have consistent working access to the internet and that you are familiar with all web sites for this course. Complete your assignments early to ensure technical difficulties will not interfere with your ability to hand in your work on time.

Unless otherwise approved by me- technical problems are not a valid excuse for not completing your assignments.

For UWF eLearning technical support & training go here:
http://uwf.edu/helpdesk/support/stuelearning.cfm

For Turnitin technical support & training go here:
https://www.turnitin.com/static/helpCenter/index.php
https://www.turnitin.com/help/helpdesk.asp