ART 2821 - Visual Culture Today

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SYLLABUS:

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 Tech/Visual Literacy and Personal/Cultural Values.

If you are interested in a career in Art you should contact the department of Art at 850-474-2045.

If you are undecided about your career field you should contact Career Services at 850-474-2254 and/or your academic advisor.

DESCRIPTION

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. We need to see beyond their surface, to reveal the real message which lies beneath. By introducing ideas from theories of Visual Culture this course aims to provide a deeper understanding of images in contemporary culture. Many visual examples will be presented from a wide range of sources. We will look at examples from Fine Art, Photography, Graphic Design, Advertising, Comic Books, Graffiti, Film and Digital Media. We will also investigate how each of these disciplines borrows from one another to make new interdisciplinary creations.

STUDENT LEARNING OUTCOMES

Upon completion of this course students will be able to:

- Develop a personal conceptual framework for evaluating types of imagery associated with Visual Culture.
- Critically analyze works of art and design as they relate to the contemporary visual discourse.
- Conduct research using information technology to develop a deeper understanding of specific disciplines of art and design related to Visual Culture.
- Convey a complex idea through written and visual means.
- Exercise open-mindedness to promote creative thought and diversity of opinion.

ASSIGNMENTS & GRADING

Aside from weekly reading assignments which are listed below there will be 3 short assignments due throughout the semester. The 1st assignment will be worth 10%, the 2nd and 3rd assignments will be worth 20%. In total these assignments will be worth 50% of your total grade. These assignments must be uploaded to the “Dropbox” as a Word Document or PDF. There will be a final paper that will be worth 40% of your total grade. A list of final paper topics will be released on Week 7. Participation will be worth 10% of your total grade.
grade. Descriptions and due dates for all of your assignments can be found in the document named "Schedule & Assignments" found under "Content" in the Module named 'Week 1.'

Letter grades will be assigned as follows:

- 93% or better A
- 90% to 92% A-
- 87% to 89% B +
- 83% to 86% B
- 80% to 82% B-
- 77% to 79% C +
- 73% to 76% C
- 70% to 72% C-
- 67% to 69% D+
- 63% to 66% D
- 0 to 62% F

**PARTICIPATION**

Participation will be worth 10% of your total grade. Your participation grade will be determined by the length of time you spend online on individual items in "Content" as well as thoughtful and well-written submissions to topics found under the "Discussions" menu.

**READING ASSIGNMENTS**

All reading assignments will be placed on reserve through the library in PDF format and accessible through the library’s website. Additionally, I will provide a link to the appropriate reading assignment in “Content” under the heading of the week they are due. I have also placed the Glossary from *Practices of Looking* by Marita Sturken and Lisa Cartwright on reserve to help with some of the terminology you may encounter in your reading assignments.

**FINAL PAPER**

There will be a final paper that will be worth 40% of your total grade. You will be asked to research the work of an influential artist or designer from Visual Culture from a list of choices which I will release on Week 7. The paper must be at least 2000 words and include images that relate to your topic of choice. Along with images of their work you must examine the impact they had on Visual Culture and support your findings by citing specific examples from the assigned readings and additional sources (internet, magazines etc…)

**BIBLIOGRAPHY**

Your reading assignments come from the following list of books. There are some additional titles here that are not part of your reading assignments but are valuable sources for information on Visual Culture.

EXPECTATIONS FOR ACADEMIC CONDUCT/PLAGIARISM POLICY:

EXPECTATIONS FOR ACADEMIC CONDUCT:

As members of the University of West Florida academic community, we commit ourselves to honesty. As we strive for excellence in performance, integrity—both personal and institutional—is our most precious asset. Honesty in our academic work is vital, and we will not knowingly act in ways which erode that integrity. Accordingly, we pledge not to cheat, nor to tolerate cheating, nor to plagiarize the work of others. We pledge to share community resources in ways that are responsible and that comply with established policies of fairness. Cooperation and competition are means to high achievement and are encouraged. Indeed, cooperation is expected unless our directive is to individual performance. We will compete constructively and professionally for the purpose of stimulating high performance and standards. Finally, we accept adherence to this set of expectations for academic conduct as a condition of membership in the UWF academic community.

From the Student Life Handbook, page 21.

PLAGARISM POLICY: http://uwf.edu/cas/aasr/Plagiarism.doc

ASSISTANCE:

Students with special needs who require specific examination-related or other course-related accommodations should contact Barbara Fitzpatrick, Director of Disabled Student Services (DSS), dss@uwf.edu, (850) 474-2387.

DSS will provide the student with a letter for the instructor that will specify any recommended accommodations.