ARTH 101 - Introduction to Visual Culture Course Outline

Approval Date: 03/12/2020
Effective Date: 08/16/2021

SECTION A

Unique ID Number	CCC000615970
Discipline(s)	Art History (Master's Required)
Division	Arts and Humanities
Subject Area	Art History
Subject Code	ARTH
Course Number	101
Course Title	Introduction to Visual Culture
TOP Code/SAM Code	1002.00 - Art/Art Studies, General / E - Non-Occupational
Rationale for adding this course to the curriculum	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.
Units	3
Cross List	*N/A*
Typical Course Weeks	18
Total Instructional Hours	

Contact Hours

Lecture	54.00
Lab	0.00
Activity	0.00
Work Experience	0.00
Outside of Class Hours	108.00

Total Contact Hours	54
Total Student Hours	162
Open Entry/Open Exit	No
Maximum Enrollment	
Grading Option	Letter Grade or P/NP
Distance Education	On-Campus
Mode of Instruction	Hybrid

SECTION B

General Education Information:
  NVC General Education:
    Area C - Humanities
      Approved on: Fall 2021

  CSU Transferable:
    CSU Transferable
      Approved on: Fall 2021

  CSU GE Area C: Arts, Literature, Philosophy and Foreign Languages:
    C1 - Arts, Dance, Music, Theater
      Approved on: Fall 2021

  UC Transferable:
    UC Transferable
      Approved on: Fall 2021

  IGETC Area 3: Arts and Humanities:
    A: Arts
      Approved on: Fall 2021

SECTION C

Course Description

Repeatability	May be repeated 0 times
Catalog 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.
Schedule Description	

SECTION D

Condition on Enrollment
1a. Prerequisite(s): *None*
1b. Corequisite(s): *None*
1c. Recommended: *None*
1d. Limitation on Enrollment: *None*

SECTION E

Course Outline Information
1. Student Learning Outcomes:
  A. Identify makers, objects, and processes of visual culture, past and present.
  B. Discern how the interpretation of visual material is conditioned culturally.
  C. Apply discipline-appropriate language to describe and analyze visual material.
2. Course Objectives: Upon completion of this course, the student will be able to:
  A. Apply principles of visual literacy to understand how images create, merge, and disperse meaning.

B. Discern the connections and commonalities between and among different forms of visual culture, including, but not limited to: advertisements, posters, videos, and web design.
C. Recognize and assess the impact of politics, gender, ethnicity, geography/environment, globalism on the production and reception of visual material.
D. Recognize and apply the specific language of art history and visual culture in describing and analyzing the formal characteristics of individual images.
E.

3. Course Content
A. Introduction to Visual Materials
   a. Art History and traditional definitions of art
   b. "High" and "Low" forms of visual culture, as historically defined
   c. Redefining visual culture on global terms
      a. fashion, video games, graffiti
B. Discussing/writing about visual culture
   a. Elements of art, including line, color, shape, etc.
   b. Design principles, including symmetry, balance, etc.
C. Visual culture and how it communicates
   a. Drawings, Paintings, Prints
   b. Graphic Design
      a. Advertisements
      b. Posters, print media
      c. Web design
   c. Photography
   d. Video and Movies
   e. Video games
   f. Fashion
   g. Graffiti
   h. Tattoo
D. Generators of material
   a. Artists
   b. Designers
   c. Collaborative creators
   d. Role of institutions, market/commerce
E. 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
   i.

4. Methods of Instruction:
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.

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: Activity, Discussion, Group Work, Lecture

4. Methods of Evaluation: Describe the general types of evaluations for this course and provide at least two, specific examples.

Typical classroom assessment techniques

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.

Research Projects -- Based on course content, students will research a topic, write a 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.

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?

Letter Grade or P/NP

5. Assignments: State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

    A. 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.

    B. 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.

    C. Other 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.

6. Required Materials

A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.

Book #1:

Author: Sturken, M
Title: Practices of Looking: An Introduction to Visual Culture
Publisher: Oxford University Press
Date of Publication: 2017
Edition: 3rd

Book #2:
Author: Mirzoeff, N.
Title: How to See the World: An introduction to images
Publisher: Basic Books
Date of Publication: 2016
Edition: 1st

Book #3:
Author: Howells, R. and Negreiros, J.
Title: Visual Culture
Publisher: Polity
Date of Publication: 2019
Edition: 3rd

B. Other required materials/supplies.