



ART 150: THE CULTURAL USES OF PHOTOGRAPHY

COURSE OUTLINE

FALL 2010

1. INSTRUCTOR INFORMATION

- (a) **Instructor:** Nancy Yakimoski (office: Y101A)
- (b) **Office hours:** Mon and Wed 7:30-8 pm or by appointment
- (c) **Class:** _____ Monday
& Wednesday, 6 - 7:20 pm in Y220
- (d) **Phone:** 250-370-3386 (voice mail)—email whenever possible, please
- (e) **E-mail:** yakimosk@camosun.bc.ca (**note:** there is no "i" at the end of my name)
- (f) **VA website:**
<http://www.camosun.bc.ca/learn/programs/visart.html>

2. INTENDED LEARNING OUTCOMES

- describe various historic and contemporary photographic processes
- understand how photographs have been utilized in various socio-political contexts & disciplines, from c. 1830s to present day
- understand key issues, ethics, & consequences involved in both picture taking & application of photography
- understand and use the terminology specific to the field
- general understanding of contemporary theory as applied to discussing photography

3. REQUIRED MATERIALS & ATTENDANCE

A) COURSE PACK

There is a course pack available for purchase at the Bookstore. There may be a few extra readings to photocopy, print out, or read on-line that are not in your course pack. The course pack is **not** on reserve at the library. I will provide a style sheet for your essay, but it is good to have a writer's style manual. I will be putting various books and folders on reserve in the library for additional reading and/or your assignments.

B) ACCESS TO THE WEB AND PBWORKS

This course has a mandatory website. You need to join ASAP (before the next class)

To join: log on> <http://art150.pbworks.com> >not a member? Click 'request access' and enter in the required email address. Make sure this email address is current and that you check it often.

C) REQUIRED ATTENDANCE FOR A CLASS AT THE ROYAL BC MUSEUM (on a Saturday end of Nov/beginning of Dec.); free admission; date yet to be confirmed

4. COURSE CONTENT

This course examines different ways that photography and photographs have been used by Western society in the nineteenth and twentieth centuries (emphasis on England, France, and North America). We will investigate the production of images, their circulation, consumption, applications, and interpretations, as well as their impact within the areas of portraiture, photojournalism, science, "pseudo" science, and advertising. We also consider issues and theories of spectatorship, identity, representation, gender, race, and class.

The course is divided into themes with lectures exploring these themes using different case studies and examples. For each class, specific articles provide background while the lectures provide the details. Although lectures are based on specific topics, they do build upon previous lecture material and further develop recurring themes.

Please note: this course is *not* a chronological examination of the technical developments, genres, or art movements in the history of photography although they are addressed.

Warning: During the lectures I will be showing images that some students may find troubling or controversial and talk about subjects that some may find very sensitive. If you feel this is going to adversely affect you or your ability to attend the lectures and/or complete assignments, you should re-consider taking this class.

5. BASIS OF STUDENT ASSESSMENT (WEIGHTING)

MIDTERM	OCTOBER 14	30%
RESEARCH PROJECT—ESSAY		30%
LECTURE PROJECT & CLASS DISCUSSION		10%
FINAL EXAM	TBA - DO NOT MAKE TRAVEL PLANS UNTIL YOU KNOW YOUR EXAM SCHEDULE	30%

NOTE: No "make-up" assignments are given if you do poorly on an exam or a project

Course requirements: mid term & final exam

a) EXAMS are based on a combination of lecture notes and material from the assigned readings. Just reading the text or attending the lectures will not be enough! There is something from every lecture on the exams. While knowing details is important, you will need to make connections between the lectures. This will become apparent as the course progresses. The exam format: definitions and in-class essay(s). I provide the essay topics ahead of time and you will be allowed to bring in some written information for the essay.

B) RESEARCH PROJECT & CLASS DISCUSSION

There are five options for the research project (see below). Students will conduct primary research (very exciting!) and back their ideas with academic ideas from academic sources. The essay itself will be 2500 words plus images, biblio, title page, etc. I will provide information about each option that covers objectives, instructions, expectations, and grading criteria. To share our findings, students doing the same research option will talk about their findings in class. This will be accompanied by a "summary sheet" to be handed out to the class (details to follow). No extensions for the essay can be given.

OPTION 1: ANALYZING A FAMILY PHOTOGRAPHIC ALBUM

Using a family album that someone else has created, analyze the album with respect to how it adheres to and/or diverges from the traditional family album. You will need to locate an album to use; you will need to scan or photocopy pages so make sure the album is not too fragile.

OPTION 2: ANALYZING *NATIONAL GEOGRAPHIC* (a specific issue or recurring theme)

Select an issue or issues of *National Geographic* and analyze how the magazine portrays a particular culture and/or people, or dramatic/traumatic event.

OPTION 3: ANALYZING MICHAEL JACKSON'S STORY(IES) AS PORTRAYED IN THE PRINT MEDIA

Select at least 3 different magazines to analyze how MJ's story is being recounted using words and the role of photographs in this construction. Place within a larger context of culture.

OPTION 4: ANALYZING A FRIEND'S FACEBOOK PAGE IN TERMS OF IMAGES, TEXT, ETC.

Choose one of your friends who are on Facebook and examine their pages with respect to photographs and self-presentation and/or identity. Place social networking tools within a larger cultural context.

OPTION 5: ANALYZING AN ORGANIZATION'S ANNUAL REPORT, BROCHURE, SELF-PROMOTION, ADVERTISING CAMPAIGN

Annual reports, brochures, and other print media in this field use very specific imagery to visually support the key points or ideas. Select one particular report or brochure to analyze; make sure

there is enough imagery to write a 2500 word essay. Talk with Nancy before beginning this option.

Late assignments

All essays are due on November 4th; no extensions can be given without putting your peers at a disadvantage. If there is a medical emergency, please bring written (professional) documentation.

Academic consequences if source material is not cited:

Not citing your sources is a form of plagiarism and, therefore, cannot receive a passing grade. If you are not sure about when and how to cite your sources, consult your *Style Manual*. Camosun has an **Academic Conduct Policy**; it is the **student's responsibility** to become familiar with the content of this policy (see the College's web site).

Missed exams & Make-up exams

If a student misses an exam due to illness or extenuating circumstances, notify me immediately (voice mail is acceptable). Medical (written) certification must be produced within **three** (3) week days of missed exam before alternate testing will be arranged; otherwise a grade of "0" will be issued for that exam. The make-up exam is scheduled within 3 week days of the missed exam and is different from the one given in class.

6. LEARNING SUPPORT & SERVICES FOR STUDENTS

There are a variety of services available for students to assist throughout your learning. For a detailed list and contact information, visit <http://www.camosun.bc.ca/services/>

• **Disability Resource Centre:** <http://camosun.ca/services/drc/>

If a student requires academic accommodations to be made, he/she is responsible for registering with the Disability Resource Centre. All student & instructor interaction with the Centre is completely confidential. If there are other matters of which I should be aware because it may affect your participation and/or completion of assignments, speak with me immediately, or send an email. Again, such information is confidential.

6. GRADING SYSTEM

A+ = 90 - 100%	B = 73 - 76%	D = 50 - 59%	
A = 85 - 89%	B- = 70 - 72%	F = 0 - 49%	
A- = 80 - 84%	C+ = 65 - 69%		
B+ = 77 - 79%	C = 60 - 64%		

GROUND RULES

- laptops are allowed in class but **only** for the purposes of taking lecture notes. Students who are online instead of

taking lecture notes will not be allowed to bring their laptop into the lectures

- cell phones and other related devices need to be turned off before the lecture begins. Absolutely no texting while I am lecturing as this disrupts your colleagues and the instructor.
- Be respectful of other's opinions and ideas
- Use of appropriate language in class
- If you miss a class **you** are responsible for asking your colleagues about missed material or hand-outs; do not ask the instructor.

THUMBNAIL SKETCH OF THE SEMESTER (see www.art150.pbworks.com for detailed version)

08 sept	Intro to course	Log onto PBworks; pick lecture topic for project
13 Sept	Domestic photography	
15 Sept	Dev and receptin of photo	
20 Sept	Mandatory lib session	
22 sept	British middle class	
27 sept	Aratisticoray & royalty	
29 sept	British working class	
04 Oct	Egypt	
06 Oct	Africa	
11 Oct	Closed for thanksgiving	
13 Oct	<i>Canadian immigrants lecute</i>	
18 Oct	midterm	
20 Oct	psychiatry	
25 Oct	Police station	
27 Oct	<i>National Geographic group lecture</i>	
01 Nov	Spirit photo	
03 Nov	Cottingley fairies	
08 Nov	<i>War? Group lecture?</i>	
10 Nov	FSA	
15 Nov	True meaning of pictures run film-71 minutes	
17 Nov	<i>True menaing of pictures group lecture-have video clips</i>	
22 Nov	Benetton ads	Trip that Saturday?
24 Nov	Curits	
29 Nov		
01 Dec	paparazzi	
07 Dec	diana	
09 Dec	<i>Michael Jackson group</i>	

	<i>lecture</i>	
Sat at RBCM??		

Group lecture topics: (40)

- 1) Canadian imigarnats lectue?
- 2) National Geogrpahic
- 3) True Meaning of Pictures; docuementary photography
- 4) Michael Jackson
- 5) On war-demonic