



**School of Arts & Science
Visual Arts Dept.**

**ART 152: Visual Culture
Winter 2015**

1. Instructor Information

Instructor	Nancy Yakimoski
Credentials	BA (English Lit.) BA (Art & Art History), MA (Art History), PhD (Art History—ABD)
Office hrs.	Y101A; office hrs: Mon & Wed 8:00-8:30pm (or by appointment)
Classes	Mon, Wed 6:30-7:50pm in F100
Phone	250-370-3386 (voice mail)—email whenever possible
E-mail	yakimosk@camosun.bc.ca (<i>note</i> : no "i" at the end of my name for the email address)

2. Intended Learning Outcomes

1. Examine critically the historical foundation underlying our contemporary ways of seeing.
2. Outline the dominant ideologies underlying and controlling public visual information.
3. Apply a methodology for deconstructing visual imagery.
4. Acquire and use a cross-disciplinary vocabulary to describe, discuss and understand images and their uses.
5. Discuss the effects that the development of photographic and digital technologies has had on our ways of seeing the world.
6. Assess and discuss the effects that simulation and the virtual have on our perception of reality.
7. Analyze the form, function and use of visual information in contemporary Western culture.
8. Think critically about the ways in which we engage in looking, how we understand visual media, how we use images to communicate, and how images use and affect us.
9. Develop an awareness of one's individual perceptual abilities and processes.
10. Display skills in research and in written, oral and especially visual communication.

3. Materials (required & optional) and activities outside of class time

a) access to a computer, the web, and PBworks.com (course website)

Required reading material will be on the course website; there will also be YouTube clips and links.

To request access to the course website (log on for NEXT class)

- 1) open browser and type in: **art152camosun.pbworks.com**
- 2) right column, click on "request access"
- 3) type in the email address you use on a regular basis; click "send to administrator"
- 4) I receive a message that you requested access, and then I grant access
- 5) go to the website and make sure you can access it!!! If not, email me.

b) writer's/style manual

You will need to have access to a writer's/style manual. For your research and writing, students will be citing sources using the Chicago Manual of Style (footnotes). I will provide a style sheet on PBworks.

c) access to a word processing program that allows you to create footnotes

There are computers on the computer labs and library that have Word if you do not have your own copy. Some free copies of word programs do not allow for easy footnoting.

4. Course description & content

This course investigates strategies for looking at culture by studying our visual environment and its forms of communication such as art, television, film, advertising, the internet, and video games. We develop a critical framework for understanding and deconstructing images, beginning with a Western historical foundation and expanding to other viewpoints.

Within the vast field of visual culture, we will explore three general areas: analogue and digital photography, print culture, and cinema (non digital). Your research papers may investigate other areas within visual culture that the course does not directly address.

The lecture themes/topics are listed on pbworks.

THINGS TO NOTE

- I teach this course assuming students have no or little background in visual culture
- this is a university-transfer class (UT class) and so this course is taught at this level; exams & research papers are marked according to a 100 level UT.
- there are no "make-up" exams or extra assignments to increase your grade.
- If you miss a class, ask a colleague for lecture notes (I don't share my lecture notes)
- This course deals with adult subject matter
- To foster the best learning environment for students and the instructor, no phones on the desk or in your hands during classes. Please keep phones in your purse/backpacks—with the ringers off. Laptops in class are only used for taking notes. Rationale: texting and facebooking during lecture time is a distraction for you, as well as the instructor and your colleagues. Students will be told to leave class if noncompliant.

5. Basis of Student Assessment (Weighting)

		DUE	WEIGHT
LIBRARY ASSIGN		JAN 26 (TBC)	5%
EXAM #1	exam overview posted on pbworks: Feb 04	FEB 16	20%
	optional pre-read of essay	MAR 04	0
EXAM #2	exam overview posted on pbworks: Mar 02	MAR 09	15%
ESSAY	academic research essay (2,500 words)	MAR 18	30%
INFOGRAPHIC	create an infographic based on your research topic; present infographic to class	MAR 30 & APR 01	10%
SHORT PAPER	reflection paper (1,000 words) on infographic	MAR 30 & APR 01	5%
EXAM #3	exam overview posted on pbworks: Apr 01	APR 08	15%

For all the assignments, an overview will be posted on PBworks that outlines project objectives, deadlines, instructions, expectations, and grading criteria.

ASSIGN #1: LIBRARY ASSIGNMENT

The library assignment assists students with the beginning steps for the academic research essay including how to craft and format a bibliography.

EXAMS

Exams are based on a combination of lecture notes, readings, material on the website as well as conducting additional research. Completing the readings or attending the lectures will not be enough! Also, there is something from every lecture on the exams. You will be given an exam overview ahead of time—as well as the essay questions—so you can prepare.

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 weekdays of the missed exam, and is different from the one given in class.

ACADEMIC RESEARCH ESSAY (2,500 WORDS)

The research project involves an **academic** exploration of topic related to visual culture. It can be related to material that we will cover in class, or you may propose a different topic. All topics must be approved by me before you begin. You will conduct research using academic sources to create an academic essay.

There will be material on PBworks to help you as well as class time devoted to explaining key aspects of the essay. If you need any help make an appointment to discuss your essay outline, thesis statement, or just ask questions.

Also, I offer students an opportunity for a "pre-read." I look over the essay, analyze the argument, content, and structure. I make suggestions for improvement, then hand it back to you so you can keep working on it before turning it to be graded.

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** and it is the **student's responsibility** to become familiar with the content of this policy (see College's web site).

Late essay Late essay assignments will be penalized. Until I hold the assignment in my hands, **5% per day** will be deducted from the final assignment grade. The weekend (Sat & Sun) counts as 1 day. Assignments may not be accepted after 1 calendar week (7 days) from due date *unless special permission is arranged beforehand*.

INFOGRAPHIC & REFLECTION PAPER

In addition to reading, researching, writing, and discussing visual culture, students will be required to create a visual representation (infographic) of their research topic. Each student will share his/her infographic during the class. A reflection paper (1,000 words) about the process, challenges, and epiphanies will be required as well. Details about project will be provided later in the semester.

6. Learning support and 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.

7. Recommended materials or services to assist students to succeed throughout the course

LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College Calendar, Student Services or the College web site at <http://www.camosun.bc.ca>

STUDENT CONDUCT POLICY

There is a Student Conduct Policy. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, Registration, and on the College web site in the Policy Section. <http://www.camosun.bc.ca/policies/policies.html>

A. GRADING SYSTEMS <http://www.camosun.bc.ca/policies/policies.php>

The following two grading systems are used at Camosun College:

1. Standard Grading System (GPA)

<i>Percentage</i>	<i>Grade</i>	<i>Description</i>	<i>Grade Point Equivalency</i>
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D		1
0-49	F	Minimum level has not been achieved.	0

2. Competency Based Grading System (Non GPA)

This grading system is based on satisfactory acquisition of defined skills or successful completion of the course learning outcomes

<i>Grade</i>	<i>Description</i>
COM	<i>The student has met the goals, criteria, or competencies established for this course, practicum or field placement.</i>
DST	<i>The student has met and exceeded, above and beyond expectation, the goals, criteria, or competencies established for this course, practicum or field placement.</i>
NC	<i>The student has not met the goals, criteria or competencies established for this course, practicum or field placement.</i>

B. Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy at <http://www.camosun.bc.ca/policies/E-1.5.pdf> for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	<i>Incomplete:</i> A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.
IP	<i>In progress:</i> A temporary grade assigned for courses that are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.
CW	Compulsory Withdrawal: <i>A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.</i>