



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

**ART 152: Visual Culture**  
**Winter 2016**

**1. Instructor Information**

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

**2. Intended Learning Outcomes**

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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**

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**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.

**d) public art tour;** outside of class time; visiting select pieces of public art in the downtown core.

**4. Course description & content**

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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. The lecture themes/topics are listed on pbworks. Within the vast field of visual culture, we will explore four general areas: analogue and digital photography, print culture, cinema (non digital), and public art.

**5. Basis of Student Assessment (Weighting)**

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	DUE	WEIGHT
EXAM #1	FEB 10	20%
EXAM #2	FEB 29	15%
LIBRARY ASSIGN	MAR 09	5%
EXAM #3	MAR 23	20%
RESEARCH PROJECT	APR 04	20%
PRESENTATIONS/POSTERS	APR 06 & 11	5%
EXAM #4	APR 13	15%

**EXAMS**

Exams are based on a combination of lecture notes, readings, and additional material on the course website as well as students 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. Exam #4 is based on students' presentations (PowerPoint) or posters of their research projects.

**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 PROJECT (2,000 WORDS)—15%**

The research project begins at the start of the semester and slowly evolves during the course. It is an **academic** exploration of topic related to visual culture—about what you encounter in the public realm. You will conduct research using academic sources to create an academic essay to hand in, plus a poster or PowerPoint presentation to your peers. See Research Project on pbworks that outlines project objectives, deadlines, instructions, expectations, and grading criteria.

### **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*.

## **LIBRARY ASSIGNMENT**

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

## **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); no taping/videoing my lectures without my permission.
- 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.

## **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**

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### **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><b>Percentage</b></i>	<i><b>Grade</b></i>	<i><b>Description</b></i>	<i><b>Grade Point Equivalency</b></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

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

### 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.

<b>Temporary Grade</b>	<b>Description</b>
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	<b><i>Compulsory Withdrawal: 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></b>

<b>date</b>	<b>lecture topic</b> ( <i>subject to change without notice</i> )
Jan 11	Intro to the course ; Project 1 overview
<b>Introduction to visual culture</b>	
Jan 13	Visual culture, introduction/background
Jan 18	Street art (1970s ff)
<b>Photography &amp; visual culture</b>	
Jan 20	Visual culture basics
Jan 25	Post-modernism, photography and contemporary art (c 1980s America)
Jan 27	Photography & print advertising (fashion & cosmetics)
Feb 01	Photography & the construction of celebrities inc social media
Feb 03	Photography & representing Others (National Geographic)
<b>Feb 08</b>	<b>Family day—College closed</b>
<b>Feb 10</b>	<b>Exam #1</b>
<b>Hollywood film &amp; visual culture</b>	
Feb 15	Film as text
Feb 17	<b>Part 1 screening</b>
<b>Feb 18, 19</b>	<b>Reading break</b>
Feb 22	<b>Part 2 screening</b>
Feb 24	Class discussion on film
<b>Feb 29</b>	<b>Exam #2 (film analysis of <i>Rear Window</i>)</b>
Mar 02	Research project explanation & selection
Mar 07	Mandatory Library session for research project
Mar 09	Cartography (historical maps)
Mar 14	QE1's female body & the State: diagrams & iconography
Mar 16	contemporary print culture: comic books
Mar 21	<b>Guest lecturer:</b> Gareth Gaudin (TBC) on comics, comic culture, animation, etc.
<b>Mar 23</b>	<b>Exam #3</b>
<b>Mar 28</b>	<b>Easter Monday—College closed</b>
Mar 30	Public art pt 1
Apr 04	Public art pt 2
Apr 06	Student presentations/posters
Apr 11	Student presentations/posters
<b>Apr 13</b>	<b>Exam #4</b>