



**CAMOSUN COLLEGE**  
**School of Arts & Science**  
**Department of Visual Arts**

**ART 152 sec 01**  
**Visual Culture**  
**Winter 2018**

**COURSE OUTLINE (revised Jan 19)**

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The course description is online @ <http://camosun.ca/learn/calendar/current/web/art.html>

\* Please note: This outline will not be kept indefinitely. It is recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.

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**1. Instructor Information**

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**Instructor**    **Nancy Yakimoski** BA (English Lit), BA (Studio Art & Art history), MA (Art History), ABD in PhD (Art history)  
**Office**            Y101A  
**Office hours**    Friday 1-2 pm, OR by appointment  
**Phone**            250-370-3386 (voice mail)—email whenever possible, please  
**E-mail**            yakimosk@camosun.bc.ca **note:** there is no "i" at the end of my name  
*note: I typically don't check email on weekends*

**2. Intended Learning Outcomes**

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*Upon completion of this course the student will be able to:*

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. Required Materials & activities outside class time

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a) **access to D2L** for course content and handing in assignments.

b) **textbooks**; there are no required textbooks for this course; required readings on D2L.

c) **materials & printing cost**: printing course material, photocopies for research, prints for assignments; poster paper, Nitto tape, etc.

d) **field trips, assignments off campus, visiting art galleries, etc.**

Students may be required to partake in some out of class activities which includes, but is not limited to: visiting art galleries, attending artist talks, and field trips.

- students are responsible for all costs associated with the activity

#### **field trip to Vancouver on Jan 26 to go to Vancouver Art Gallery**

A field trip to Vancouver is planned (not confirmed) for Jan 26 to visit Vancouver Art Gallery (VAG) and perhaps another gallery. You are responsible for all related costs—transportation to and from Victoria, food, and entrance fee to the gallery. Entrance to the VAG is **\$3 per student**. There will be an assignment attached to the field trip.

For those unable to go (UT students are NOT required to go to Vancouver), you will be required to visit a local gallery in Victoria with the same assignment to do. Details to follow. A student membership to the Art Gallery of Greater Victoria is **\$12**, for which you are responsible to cover.

### 4. Course Content and Schedule—see D2L (draft is on the last page)

**note:** this course will cover topics and themes, as well as presents imagery, that some may find controversial or problematic. Some of this content may trigger certain individuals. Please come and talk with the instructor about this as soon as possible. It is expected that students who are triggered will take care of themselves in a way that is specific to them.

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

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• Exam 1	Feb 09	20%
• Exam 2	Mar 09	20%
• essay pre-read (optional)	Mar 16	---
• Research essay	Mar 23	40%
• Exam 3	Apr 13	15%
• Poster for Academic research project	Apr 13	5%

## Flipped classroom approach

Consider each lecture to have three components:

- pre-class (where you encounter lecture content)
- class (lecture that builds upon and expands an aspect of the pre-class material)
- homework (study guide questions and activities that help solidify concepts)

## 6. Grading System

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- Standard Grading System (GPA)
- Competency Based Grading System

## 7. Nancy's policy regarding missed exams & deadlines

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Deadlines and due dates/times for all course material is **FIRM**. This keeps students on top of assignments, assists in the smooth running of the course, and allows the instructor with grading in a timely manner.

**Late research papers** will be deducted **3% per day**. Papers will not be accepted 7 days after deadline unless an arrangement with the instructor was arranged beforehand or the student has verifiable (written) proof. The student has 48 hours to produce this written proof (emailing scanned documentation is preferred).

**Missed exam.** The student must contact the instructor within 3 days of missing the exam with verifiable (written) proof in order to have the opportunity to write the exam. Writing the exam will be arranged within 6 calendar days of missed exam.

- **For students with accommodations through CAL** (Centre for Accessible Learning): it is your responsibility to discuss deadlines with your instructor long in advance of due dates.
- **For all students:** it is not the instructor's responsibility to contact students and request they hand in work or to alert them that work is missing or that they missed a deadline or exam.

## 8. Other things...

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### a) use of laptops & smart phones during class and labs

Laptops and smart phones are only allowed during class and lab time as part of coursework—taking notes, research, etc. Otherwise, they are not to be accessible or used. It is a distraction that disrupts my teaching.

### b) regarding your personal safety on campus

- ANY KIND of emergency: Dial **250-370-3075** for help
- Camosun's emergency management app: <http://camosun.ca/services/facilities-services/emergency-management/emergency-app.html>
- in the event of an earthquake; see: <http://camosun.ca/services/facilities-services/emergency-management/emergency-procedures/earthquake.html>

## 8. College Supports, Services and Policies

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### Immediate, Urgent, or Emergency Support

If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), **SEEK HELP**. Resource contacts @ <http://camosun.ca/about/mental-health/emergency.html> or <http://camosun.ca/services/sexual-violence/get-support.html#urgent>

### College Services

Camosun offers a variety of health and academic support services, including counselling, dental, disability resource centre, help centre, learning skills, sexual violence support & education, library, and writing centre. For more information on each of these services, visit the **STUDENT SERVICES** link on the College website at <http://camosun.ca/>

### College Policies

Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of College policies. Policies are available on the College website at <http://camosun.ca/about/policies/>. Education and academic policies include, but are not limited to, Academic Progress, Admission, Course Withdrawals, Standards for Awarding Credentials, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Ancillary Fees, Student Appeals, Student Conduct, and Student Penalties and Fines.

### A. GRADING SYSTEMS <http://camosun.ca/about/policies/index.html>

The following two grading systems are used at Camosun College:

#### 1. Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
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

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

## 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://camosun.ca/about/policies/index.html> 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	<i>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.

(subject to change without much notice!)

Date	Topics, assignment & exams, field trips
Jan 12	<b>intro to the course</b> course outline; flipped classroom approach; D2L
Jan 12	<b>lecture 1: background to visual culture</b> discussing research project & initial research steps
Jan 19	<b>Review: what is visual culture?</b> <b>lecture 2: street art (1970s ff.)</b>
Jan 19	<b>lecture 3: semiotics; introduction to photography</b>
Jan 26	<b>No class;</b> Vancouver field trip; assignment for everyone
Jan 26	<b>No class;</b> Vancouver field trip; assignment for everyone
Feb 02	<b>lecture 4: photography &amp; print advertising (fashion ads)</b>
Feb 02	<b>lecture 5: celebrity culture (Hollywood)</b>
Feb 02	<b>lecture 6: punk rock;</b> discussing research paper; footnoting & bibliography
Feb 09	<b>Exam #1</b>
Feb 09	Mandatory <b>Library session</b> with librarian Jennifer Lambert for research project
Feb 16	<b>Reading break—no classes</b>
Feb 23	<b>lecture 9: Hollywood film &amp; visual culture: film as text</b>
Feb 23	<b>film screening</b> of Hitchcock's "Rear Window"(the first half of film)
Mar 02	<b>film screening</b> of Hitchcock's "Rear Window"(last half of film)
Mar 02	<b>lecture 10:</b> class discussion of "Rear Window" and preparing for exam #2
Mar 09	<b>Exam #2 based on "Rear Window"</b>
Mar 09	<b>Lecture 11: The Information Age &amp; data visualization</b>
Mar 16	<b>Lecture 12: typography (essay pre-read due)</b>
Mar 16	<b>Lecture 13: Cartography (historical maps)</b>
Mar 23	<b>Lecture 14 Queen Elizabeth I's female body &amp; the State: diagrams &amp; iconography</b> <b>Research paper due in class;</b> final check over
Mar 23	<b>Lecture 15: contemporary print culture: comic books</b>
Mar 30	<b>College closed—Good Friday</b>
Apr 06	<b>Lecture 16: TBA</b>
Apr 06	<b>What is a poster?</b> Poster assignment parameters & grading rubric -class time to work on them (in Y123?)
Apr 13	<b>Exam #3</b>
Apr 13	Research project sharing: posters—book mezzanine space in library for display?