San José State University, Department of Art & Art History

ARTH 15: Introduction to Visual Culture, Section 2
Fall 2014


Instructor: Dr. Dore Bowen, Associate Professor of Art History and Visual Culture

Office Location: Art Bldg. 123

Telephone: (408) 924-4721

Email: dore.bowen@sjsu.edu

Office Hours: Tuesday 2:30-4:30pm and by appointment

Class Days/Time: Tuesday/Thursday 10:30-11:45am

Classroom: Art Bldg. 135

Prerequisites: For ARTH 15 students must have the ability to read and comprehend moderately difficult texts. The course has no prerequisites, but completion of or concurrent enrollment in English 1A is strongly recommended.

GE/SJSU Studies Category: GE C1

**Course Format**
This is a lecture course. The course will be managed on the Canvas learning environment. Students will be expected to explore their thoughts through the processes of critical reading, discussion, projects, and
writing. Peer discussion and dialog will form a significant component of the course. As this class involves lecture-related assignments attendance is mandatory.

**Course Description**

*Introduction to Visual Culture* examines the visual culture that pervades everyday life in our increasingly complex and communication-oriented age. From painting to advertisements, from the Internet to posters, we come across visual culture in a variety of ways and forms. This course will take up key ideas and debates pertaining to visual culture through an interdisciplinary study that critically considers art and media as significant social forces. The course will discuss the role visual culture plays in contemporary life and will provide methods with which to read images, understand cultural context, and assess changes in spectatorship and distribution that have ensued due to new forms of image production and dissemination.

**General Course Goals**

After taking this course students will gain a critical understanding of how visual culture informs everyday life and experience. Readings, lectures and discussions will introduce theoretical and historical approaches to the study of visual culture while examining key issues in the study of media, art history, and culture at large. Students will learn techniques for analyzing images and objects encountered in art and popular culture. C1 Arts courses will enable students to recognize aesthetic qualities and processes that characterize works of the human intellect and imagination, and respond to these works of art in writing and discussion.

**GE Learning Outcomes**

This course will enable students to:

GELO 1. recognize aesthetic qualities and processes that characterize works of the human intellect and imagination;

GELO 2. respond to works of art both analytically (in writing) and affectively (in writing or through other forms of personal and artistic expression); and

GELO 3. write clearly and effectively.

**REQUIRED TEXTS**

**Textbooks**

1) Marita Sturken and Lisa Cartwright, *Practices of Looking: An Introduction To Visual Culture SECOND EDITION* (Oxford University Press, 2009). You can buy this textbook at the Spartan Bookstore or online at amazon or another bookseller. The textbook is abbreviated as POL in the class schedule.

2) John Berger, *Ways of Seeing* (Penguin reprint 1990). This short but essential text is available on Canvas but it is advised that you order the book online at amazon or another bookseller.

**Other Readings**

Additional readings will be available on Canvas; see schedule below.

**Canvas**

This course is managed on Canvas. The greensheet, assigned essays, assignments, updates, and the course dropbox for your papers are all on this course site.

- How to access: Go to [http://www.sjsu.edu/at/ec/canvas/](http://www.sjsu.edu/at/ec/canvas/) and use your SJSU ID and password to login.
- For problems and issues contact the Help Desk at 408-924-2377
Many of the featured artists can be found at Art 21 (http://www.pbs.org/art21/). This PBS series on contemporary art features programs on a variety of artists which you can access online. You will find images, texts, and interviews.

Library Liaison
Rebecca Kohn, rebecca.kohn@sjsu.edu or (408) 808-2007.

COURSE REQUIREMENTS AND ASSIGNMENTS
1) Thursday Journal-writing Assignments (GELO 2, 3): Buy an empty journal that you like. You are required to bring this journal to each Thursday class. **Journal exercises may (or may not) occur on Thursdays throughout the semester.** Journals may be collected during the semester at any time and will be collected on the final day of instruction, **12/9.** This assignment is Pass/No Pass and is 30% of your grade.

2) **Midterm Paper** (GELO 2, 3): A 5-page paper (excluding title pages, notes, images, etc.) is due on **Thursday 10/9** at the beginning of class in hardcopy and uploaded to Canvas. You are to discuss an artwork at San Jose Museum of art in relationship to the concept of appropriation. The assignment will be described in class and posted on Canvas. This assignment is 30% of your grade.

3) **Take-home Exam** (GELO 1, 2, 3): There is a final take-home exam for this course. It will be explained and distributed in class on **Tuesday 12/4. It is due on the final day of instruction, Thursday 12/9.** The take-home exam involves image identification, concept definition, and image analysis. We will review the primary artists and concepts in class. To prepare students ought to review the textbook and readings, lecture notes, and review artists listed under each week on the class schedule. This assignment is 40% of your grade.

GRADING
Grading Weight
<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
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<tr>
<td>Journal exercises (P/NP)</td>
<td>30%</td>
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<tr>
<td>Midterm Paper</td>
<td>30%</td>
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<tr>
<td>Take-home Exam</td>
<td>40%</td>
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Grading Information
No late assignments are accepted except in the case of a medical emergency. In the case of a medical emergency students will need an original, signed and dated doctor’s note explaining the condition and declaring that you are unable to attend class and complete work. **No make-up credit** for late or incomplete assignments. **Students must be present** in class to receive credit for in-class assignments.

Grading Criteria

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>F</th>
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<tbody>
<tr>
<td>(1) Responds appropriately to the assignment</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
<td>ADEQUATE</td>
<td>WEAK</td>
<td>POOR</td>
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</table>
(2) Presents a clear topic and position
(3) Exhibits good critical thinking
(4) Uses a variety of appropriate college-level resources and cites sources
(5) Provides adequate supporting arguments with evidence and examples
(6) Focused and organized
(7) Uses language that is appropriate for the discipline
(8) Is free of errors in grammar, punctuation, spelling, and format
(9) Displays originality and creativity

CLASSROOM PROTOCOL
Cell Phones
Students will turn their cell phones off or put them on vibrate mode while in class. They will not answer their phones in class. Students whose phones disrupt the class will be asked to leave the room and possibly reported to the Judicial Affairs Officer of the University.

Computer Use
In the classroom, students may use electronic devices only for class-related activities. Out of consideration for others, those students using such devices to take notes and follow the lecture are required to sit on the aisle seats of the classroom. Students who use electronic devices for other activities will, at a minimum, be asked to leave the class and, at a maximum, be referred to the Judicial Affairs Officer of the University for disrupting the course.

Personal Responsibility
• If you miss class for any reason you are responsible for acquiring the lecture notes from a fellow student.
• If you find material addressed in class offensive, you are responsible for leaving the classroom and for acquiring the lecture notes from a fellow student
• You are responsible for understanding the policies and procedures about add/drops, academic renewal, withdrawal, etc. above. No adds will be accepted after the deadline.
• Expectations about classroom behavior; see Academic Senate Policy S90-5 on Student Rights and Responsibilities.

Plagiarism
• Plagiarism is taken very seriously and will result in an F on the assignment and possibly the course. Canvas is equipped with plagiarism detection so do not try it! A definition of plagiarism, such as that found on Judicial Affairs website.
• If you would like to include material you have submitted, or plan to submit, for another class, please note that SJSU’s Academic Integrity policy S04-12 requires approval by instructors.
### SJSU ARTH 15 Course Schedule Fall 2014

Note: All reading and assignments are due the day listed on schedule. Internet readings are hyperlinked with web address included. Schedule subject to change with fair notice.

<table>
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<tr>
<th>Wk</th>
<th>Date</th>
<th>Topic, Readings, Artists</th>
<th>Class Activities, Assignments Due</th>
</tr>
</thead>
</table>
| 1  | 8/26-28    | **INTRODUCTION**  
Course, Assignments, Textbook, Canvas, etc.  
**Reading:** James Elkins, excerpt from *The Object Stares Back* (Canvas, under “files”)  
**Featured Artist(s):** Anish Kapoor |                                                        |
| 2  | 9/2-4      | **WAYS OF SEEING**  
**Reading:** John Berger, *Ways of Seeing* Ch 1 (Canvas)  
**Featured Artist(s):** Alfredo Jaar (Art21), Kimsooja (Art21) | Thursday In-class:  
Thursday Journal Writing Assignment  
(bring journal to class and every Thursday hereafter) |
| 3  | 9/9-11     | **IMAGE, POWER, AND POLITICS - CH 1**  
**Reading:** POL, Introduction & Ch 1: Images, Power, and Politics  
**Reading:** Berger, *Ways of Seeing Chapter* Chpts 4, 5 (Canvas)  
**Suggested Reading:** Daniel Chandler’s Semiotics for Beginners at [http://visual-memory.co.uk/daniel/Documents/S4B/semiotic.html](http://visual-memory.co.uk/daniel/Documents/S4B/semiotic.html)  
**Featured Artist(s):** John Baldessari (Art21), Florian Maier-Aichen (Art21), Mary Heilmann (Art21) | Thursday In-class:  
Thursday Journal Writing Assignment |
| 4  | 9/16-18    | **VIEWERS MAKE MEANING - CH 2**  
**Reading:** POL, Ch 2: Viewers Make Meaning  
**Featured Artist(s):** Margaret Kilgallen (Art21), Yinka Shonibare (Art21), Komar & Melamid, Thomas Struth, RTMark | Thursday In-class:  
Thursday Journal Writing Assignment  
Paper Assignment Explained in Class |
| 5  | 9/23-25    | **MODERNITY: SPECTATORSHIP, POWER, AND KNOWLEDGE - CH 3**  
**Reading:** POL, Ch 3: Modernity: Spectatorship, Power, and Knowledge  
**Reading:** John Berger, *Ways of Seeing* Chpts 2, 3 (Canvas) | Thursday In-class:  
Thursday Journal Writing Assignment |
<table>
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<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Reading</th>
<th>Featured Artist(s)</th>
<th>Thursday In-class:</th>
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<td>6</td>
<td>9/30-10/2</td>
<td>REALISM AND PERSPECTIVE - CH 4</td>
<td>Reading: POL, Ch 4: Realism and Perspective</td>
<td>Charlie Chaplin, Diego Velázquez (Art21), Surveillance Camera Players, Jean-Léon Gérôme, Jenny Holzer (Art21), Catherine Opie (Art21), Barbara Kruger (Art21)</td>
<td>Thursday Journal Writing Assignment</td>
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<td>10/7-9</td>
<td>VISUAL TECHNOLOGIES, IMAGE REPRODUCTION, AND THE COPY - CH 5</td>
<td>Reading: POL, Ch 5: Visual Technologies, Image Reproduction, and the Copy</td>
<td>Kara Walker (Art21), Vik Muniz, The Brothers Quay, Hans Holbein, David Hockney, Pablo Picasso</td>
<td>Thursday Journal Writing Assignment</td>
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<td>10/21-23</td>
<td>ADVERTISING &amp; CONSUMER CULTURES - CH 7</td>
<td>Reading: POL Ch 7: Advertising, Consumer Cultures, and Desire</td>
<td>Jeff Koons (Art21), Hank Willis Thomas, Andy Warhol, Adbusters, Roy Lichtenstein</td>
<td>Thursday Journal Writing Assignment</td>
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<td>10/28-30</td>
<td>POSTMODERNISM - CH 8</td>
<td>Reading: POL, Ch 8: Postmodernism, Indie Media, and Popular Culture</td>
<td>Jia Zhang-ke, Cindy Sherman (Art 21), Laurie Simmons (Art21), Nikkie S. Lee, Marcel Duchamp</td>
<td>Thursday Journal Writing Assignment</td>
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<tr>
<td>Week</td>
<td>Date</td>
<td>Topic</td>
<td>Reading</td>
<td>Featured Artist(s)</td>
<td>Assignments</td>
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<td>14</td>
<td>11/25</td>
<td>11/25 RESEARCH IN VISUAL CULTURE</td>
<td>11/27 NO CLASS/THANKSGIVING</td>
<td>** Tuesday 11/25:** library liaison Rebecca Kohn to present on library research methods</td>
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<td>15</td>
<td>12/2-4</td>
<td>12/2 COURSE REVIEW</td>
<td>12/4 TAKE-HOME EXAM DISTRIBUTED IN CLASS</td>
<td>** 12/4 TAKE-HOME EXAM DISTRIBUTED IN CLASS</td>
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<td>16</td>
<td>12/9</td>
<td>12/9 TAKE-HOME EXAM DUE BEGINNING OF CLASS ON CANVAS AND HARDCOPY / JOURNALS DUE</td>
<td>** 12/9 TAKE-HOME EXAM DUE BEGINNING OF CLASS ON CANVAS AND HARDCOPY / JOURNALS DUE</td>
<td>** TAKE-HOME EXAM DUE ** JOURNALS DUE</td>
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University Policies

Dropping and Adding
Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

Consent for Recording of Class and Public Sharing of Instructor Material
University Policy S12-7, http://www.sjsu.edu/senate/docs/S12-7.pdf, requires students to obtain instructor’s permission to record the course:

- Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.
- Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.

Academic integrity
Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.

Campus Policy in Compliance with the American Disabilities Act
If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.

Accommodation to Students’ Religious Holidays
San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays
before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7 at http://www.sjsu.edu/senate/docs/S14-7.pdf.

**Student Technology Resources**

Computer labs for student use are available in the Academic Success Center at http://www.sjsu.edu/at/asc/ located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

**SJSU Peer Connections**

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals.

In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space are also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10th and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit Peer Connections website at http://peerconnections.sjsu.edu for more information.

**SJSU Writing Center**

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at http://www.sjsu.edu/writingcenter. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)
SJSU Counseling Services

The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling Services website at http://www.sjsu.edu/counseling.