Instructor: Dr. Dore Bowen, Associate Professor of Art History and Visual Culture
Office: Art 123
Email: dore.bowen@sjsu.edu (preferred contact)
Phone: 4-4721 (408-924-4721)
Office Hours: Tuesday 3-5pm and by appointment
Class Days/Time: Tuesday/Thursday 1:30-2:45pm
Classroom: Art 133
Prerequisites: 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
Teaching Assistant: Karen Medrano

Course Format
This is a lecture course. Students will be expected to explore their thoughts through various processes including critical reading, lecture, discussion, journal writing, exams, and a research paper. As this class involves lecture-related assignments class participation is mandatory.

Course Description
*Introduction to Visual Culture* examines the visual culture that pervades everyday life in our increasingly complex image-saturated 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 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 and Materials
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.

3) Additional Readings will be available as links on greensheet and as pdf files on Canvas; see below.

4) Writing Journal. You will need to buy a journal for this course. It should be standard size. I recommend the MEAD Composition Book 9.75" x 7.5". You should print your name and the course title and number on the front, as well as the semester, and decorate it however you like. You are required to bring it to class on Thursdays.

5) Binder. This will help organize the materials (class readings, instructions, and journal, etc).

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

Art21
Many of the featured artists can be found at Art 21 ([www.pbs.org/art21/](http://www.pbs.org/art21/)). This PBS series on contemporary art features programs on a variety of artists and is accessible online. You will find images, texts, and interviews. The schedule will indicate when a featured artist is on Art 21.

Library Contact Rebecca Kohn [Rebecca.kohn@sjsu.edu](mailto:Rebecca.kohn@sjsu.edu)
Course Requirements and Assignments

1) **Journal-Writing Assignments** (GELO 1, 2, 3): You are required to bring a writing journal to each Thursday class. Journal exercises may (or may not) occur on Thursdays throughout the semester. Journals will be collected twice during the semester—3/3 and 4/21. This assignment is Pass/No Pass and is 20% of your grade.

2) **Two exams** (GELO 1, 3): Each exam involves image identification, concept definition, and image analysis. To prepare students ought to review the relevant textbook chapters and essays, review lecture notes, and review artists listed under the relevant weeks on the class schedule. Exams are on 3/10 and 4/28. You must be present in class for these exams. The two exams total 30% of your grade (15% x 2).

3) **Paper Rough Draft & Outline; Peer-Review Session** (GELO 1, 2, 3): A rough draft and outline of your paper is due on Canvas and in hardcopy at the beginning of class on 5/3. We will have a peer-review session on that day. See the file titled “ARTH15.PaperAssignment” under “files” on Canvas for instructions. This assignment is 10% of your grade. You must attend the peer review session to receive full credit.

4) **Paper** (GELO 1, 2, 3): The instructions for this assignment are on Canvas in a file titled “ARTH15.PaperAssignment” under “files.” It is due at the beginning of class on 5/12 as a hardcopy and uploaded on Canvas. This assignment is 30% of your grade. No late papers without doctor’s note.

5) **Presentation** (GELO 1, 2). A two-minute presentation to the class on the topic of your paper on one of these days: 5/5, 5/10, or 5/12. To accompany your presentation you must upload a jpg image to Canvas no later than 4/28. The jpg will be available for projection on the day of your presentation. Format the image title with [yourlastname].arth15.jpg. The presentation is Pass/NO Pass and is 10% of your grade. You must attend all presentation days to receive full credit.

GRADING

Grading Weight

1) Journal Exercises (P/NP)  20%
2) Two Exams  (15x2)  30%
3) Paper Draft and Outline and Peer Review Session  10%
4) Paper  30%
5) Presentation of Paper  (P/NP)  10%

Paper Grading Criteria

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<tr>
<th>CRITERIA</th>
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<th>B</th>
<th>C</th>
<th>D</th>
<th>F</th>
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<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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<td>(2) Presents a clear topic and position</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
<td>ADEQUATE</td>
<td>WEAK</td>
<td>POOR</td>
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<td>(3) Exhibits good critical thinking</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
<td>ADEQUATE</td>
<td>WEAK</td>
<td>POOR</td>
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<td>(4) Uses a variety of appropriate college-level resources and cites sources</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
<td>ADEQUATE</td>
<td>WEAK</td>
<td>POOR</td>
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Grading Information

There is no extra credit for this course. No late assignments are accepted except in the case of a medical emergency or jury duty. 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. In the case of jury duty you should receive proof of your duty from the court. Students must be present in class to receive credit for in-class assignments.

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.

Computer Use
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.
- 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 can be 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 Spring 2015

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>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Topic, Readings, Artists</th>
<th>Activities, Assignments</th>
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</table>
| 1  | 1/28   | INTRODUCTION  
Course, Assignments, Textbook, Canvas, etc.                                              |                                       |
| 2  | 2/2-4  | WAYS OF SEEING - JAMES ELKINS  
Reading: James Elkins, from The Object Stares Back (Canvas, under “files”)  
Featured Artist(s): Anish Kapoor |                                       |
| 3  | 2/9-11 | WAYS OF SEEING - JOHN BERGER  
Reading: John Berger, Ways of Seeing Ch. 1 (Canvas)  
Featured Artist(s): Alfredo Jaar (Art21), Kimsooja (Art21) | Thursday Journal Assignment #1        |
| 4  | 2/16-18| IMAGE, POWER, AND POLITICS  
Reading: POL, Introduction & Ch 1: Images, Power, and Politics  
Reading: Daniel Chandler’s Semiotics for Beginners at http://visual-memory.co.uk/daniel/Documents/S4B/semiotic.html  
Suggested Reading: Berger, Ways of Seeing Chpts 4, 5 (Canvas)  
Featured Artist(s): John Baldessari (Art21), Benetton Adverts | Thursday Journal Assignment #2        |
| 5  | 2/23-25| VIEWERS MAKE MEANING  
Reading: POL, Ch 2: Viewers Make Meaning  
Featured Artist(s): Komar & Melamid, Thomas Struth, JR, Banksy, Shepard Fairey | Thursday Journal Assignment # 3       |
| 6  | 3/1-3  | MODERNITY: SPECTATORSHIP, POWER, AND KNOWLEDGE (THE GAZE)  
Reading: POL, Ch 3: Modernity: Spectatorship, Power, & Knowledge  
Suggested Reading: John Berger, Ways of Seeing Chpts 2, 3 (Canvas)  
Featured Artist(s): Diego Velázquez, Jean-Léon Gérôme, Jenny Holzer (Art21), Cindy Sherman, Catherine Opie (Art21), Barbara Kruger (Art21), Guerrilla Girls, Yasumasa Morimura, Nikki S. Lee | Thursday Journal Assignment #4        |

Thursday Journals Collected
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Featured Artist(s)</th>
<th>Assignments</th>
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<tr>
<td>7</td>
<td>3/8-10</td>
<td>REALISM, PERSPECTIVE &amp; ANAMORPHOSIS</td>
<td>Reading: POL, Ch 4: Realism and Perspective</td>
<td>Kara Walker (Art21), Vik Muniz, The Brothers Quay, Hans Holbein, Pablo Picasso, Dinh Q. Le, David Hockney</td>
<td>Thursday Exam on weeks 1-7</td>
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<td>Suggested Reading: Berger, Ways of Seeing Chpts 4, 5 (Canvas)</td>
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<td>Thursday Journals Returned</td>
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<tr>
<td>8</td>
<td>3/15-17</td>
<td>REALISM, PERSPECTIVE &amp; ANAMORPHOSIS (CONT.)</td>
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<td>Thursday Journal Assignment #5</td>
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<td>10</td>
<td>3/29-31</td>
<td>SPRING BREAK</td>
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<td>11</td>
<td>4/5-7</td>
<td>ADVERTISING &amp; CONSUMER CULTURES</td>
<td>Reading: POL Ch 7: Advertising, Consumer Cultures, and Desire John Berger, Ways of Seeing Chpts 6, 7 (Canvas)</td>
<td>Andy Warol, Jeff Koons (Art21), Hank Willis Thomas, Takashi Murakami, Adbusters, Roy Lichtenstein, Cao Fei (Art21)</td>
<td>Thursday Journal Assignment #7</td>
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<td>12</td>
<td>4/12-14</td>
<td>THE GLOBAL FLOW</td>
<td>Reading: POL, Ch 10: The Global Flow of Visual Culture</td>
<td>John Feodorov (Art21), Do-ho Suh (Art21),</td>
<td>Thursday Journal Assignment #8</td>
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<td>13</td>
<td>4/19-21</td>
<td>CREATIVE CURATING AND SOCIAL ART PRACTICE</td>
<td>Reading: POL, Ch 10 (cont. from last week)</td>
<td>Mark Dion (Art21), Fred Wilson (Art21), Walid Raad and The Atlas Group, Janet Cardiff, Andrea Fraser</td>
<td>Thursday Journal Assignment #9</td>
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<td>Reading: “Making the Museum Mine,” Interview w/ Fred Wilson at <a href="https://www.msu.edu/course/ha/452/wilsoninterview.htm">https://www.msu.edu/course/ha/452/wilsoninterview.htm</a></td>
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<td>Thursday Journals Collected</td>
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<td>4/26-28</td>
<td>REMIX CULTURE</td>
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*Featured Artist(s):* DJ Spooky, Dziga Vertov, Sergei Eisenstein, William Burroughs, Ryen Trecartin |

|   | 5/3-5 | **5/3 IN-CLASS PEER REVIEW SESSION** *(roll will be taken)*
**5/5 PRESENTATIONS** *(roll will be taken)* |

|   | 5/10-12 | **5/10 PRESENTATIONS** *(roll will be taken)*
**5/12 PRESENTATIONS** *(roll will be taken)* |

Thursday Exam on weeks 8-14
Thursday Presentation JPG to be uploaded to Canvas

Tuesday Paper Draft & Outline Due as Hardcopy in Class and on Canvas
Thursday Student Presentations

Weekly Review of Class Participation

Tuesday Student Presentations
Thursday Student Presentations and Papers Due
University Policies

General Expectations, Rights and Responsibilities of the Student
As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU’s policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. See University Policy S90–5 at http://www.sjsu.edu/senate/docs/S90-5.pdf. More detailed information on a variety of related topics is available in the SJSU catalog, at http://info.sjsu.edu/web-dbgen/narr/catalog/rec-12234.12506.html. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not serve to address the issue, it is recommended that the student contact the Department Chair as a next step.

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 and the following items to be included in the syllabus:

• “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.”
  o It is suggested that the greensheet include the instructor’s process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
  o In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.

• “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 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.