

**San José State University**  
**Department of Art and Art History**  
**ARTH 15, Intro to Visual Culture,**  
**Section 02, Spring, 2020**

**Course and Contact Information**

<b>Instructor:</b>	Isabelle Pafford
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<b>Office Hours:</b>	Mondays and Wednesdays from 3PM to 4PM
<b>Class Days/Time:</b>	Mondays and Wednesdays 10:30-11:45
<b>Classroom:</b>	01 – Art 133
<b>Prerequisites:</b>	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.
<b>GE/SJSU Studies Category:</b>	GE C1

**Course Format:** This is a lecture course. Students will be expected to explore their thoughts through the processes of critical reading, lecture, discussion, journal writing, exams, and a research paper. 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 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.

## 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

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/Readings

1) Howells : *Visual Culture* 9780745650715

2) Barnes 2012 *An Introduction to Visual Communication* 9781433112577

Other materials

Journal. You will need acquire a VERY SMALL notebook for our Wednesday Journal Exercises. Some students find that three large green books work very well.

## Library Liaison

Gareth Scott

Email: [gareth.scott@sjsu.edu](mailto:gareth.scott@sjsu.edu)

King Library 4th Floor

Phone: (408) 808-2094

Art and Art History Resources: <https://libguides.sjsu.edu/Art>

Canvas

This course is managed on Canvas. The syllabus, assigned essays, assignments, updates, and the links to upload assignments are all on this course site.

How to access: Go to the SJSU Home Page, click on the link to Canvas, and use your SJSU ID and password to login.

For problems and issues contact the Help Desk at 408-924-2377.

Course Requirements and Assignments

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

[University policy F69-24](http://www.sjsu.edu/senate/docs/F69-24.pdf) at <http://www.sjsu.edu/senate/docs/F69-24.pdf> states, “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

### Course Requirements and Assignments

- Journal-writing Assignments (GELO 1, 2, 3): You are required to bring a writing journal to each Wednesday class. Journal exercises occur on Wednesdays throughout the semester. Journals will be collected three times during the semester—This assignment is Pass/No Pass and is 20% of your grade. \*PLEASE NOTE: The journal assignments will help you prepare for developing a topic for your PAPER (see below). You may make up one assignment through an alternate essay at the end of the semester.
- Graded Essays (GELO 1,2,3): I will assign two short essays (300-500 words each for 600-1000 words total) in which you will respond to an essay prompt. These essays are intended to help you prepare for your PAPER (see below).
- Two exams (GELO 1, 3): The exams involve image analysis and concept definition. Study Guides will be provided one week before each exam.. The two exams total 30% of your grade (15% x 2). The Exams are scheduled on **Monday, 9/30** and during the scheduled final exam.
- Paper (GELO 1, 2, 3): There is a 3-5 page paper required for this course. The instructions for this assignment will be on Canvas in a file titled “ARTH15.PaperAssignment” under “files.” This paper is due on Friday, **12/7** by midnight. It is to be uploaded on Canvas. This assignment is worth 20% of your grade.
- One-page Outline and First Paragraph. (GELO 1, 2, 3): An outline of your paper and draft of your first paragraph is due on Canvas on Friday **11/15**. This assignment is pass/no pass and is 10% of your grade.
- Two-minute presentation to the class on the topic of your paper (GELO 2): To accompany your presentation you must upload a jpg image to Canvas no later than **10/16**. This image can be as complex or simple as you choose. The jpg will be available for projection on the day of your presentation. Format the image title with your [lastname].arth15presentation.jpg The presentation is Pass/NO Pass and is 10% of your grade.

GRADING	Grading Weight
Essay Assignment #1	5%
Essay Assignment #2	5%
Quizzes	10%
Journal Exercises (P/NP)	20% (pass/no pass)
Two Exams (midterm and final)	20%
Paper Outline and First Paragraph	10% (pass/no pass)
Presentation about Final Paper	10% (pass/no pass)
Paper	20%

### Numerical Grade Equivalents

93% and above	A	77% - 73%	C
92% - 90%	A-	72% - 70%	C-
89% - 88%	B+	69% - 68%	D+
87% - 83%	B	67% - 63%	D
82% - 80%	B-	62% - 60%	D-
79% - 78%	C+	Below 60%	F

## **Final Examination or Evaluation**

*The final exam will be similar to our midterm exam, and administered on the scheduled exam date. University policy S17-1 (<http://www.sjsu.edu/senate/docs/S17-1.pdf>) which states that*

“Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment.”

### **Additional Grading Information**

There is no extra credit for this course. Students must be present in class to receive credit for in-class assignments. Grading guidelines/rubrics will be provided for your final paper and any essay-based exam questions.

**ARTH 15, Section 2/Intro to Visual Culture, Spring 2020, Course Schedule**

Note: All reading and assignments are due the day listed on schedule. Schedule subject to change with fair notice.

	Date	Topic, Readings	Activities
1	1/27 1/29	INTRODUCTION Course Assignments, Textbooks, Canvas, etc. Film – WAYS OF SEEING	
2	2/3 2/5	WAYS OF SEEING Monday – Essay 1 Prompt Distributed Reading: Berger (On Canvas) Howells Chapter 1	
3	2/10 2/12	WAYS OF SEEING Reading: Howells Chapter 2	Wed. Journal Assignment #1
4	2/17 2/18	Art History and Visual Culture Reading: Barnes - Chapter 3, and Howells, Chapter 3  Wednesday - Essay 2 Prompt Distributed	Wed. Journal Assignment #2 Essay 1 Due Upload on Friday by Midnight
5	2/24 2/26	Perspective Reading: Barnes -Chapter 1 Mirzoeff Chapter 1 (pp. 42-64 and 65-89 on Canvas) By now, you should own both books. Catch up on your reading as necessary	Quiz 1 Wed. Journal Assignment # 3 Journals Collected
6	3/2 3/4	Preparation for Exam 1 Semiotics Reading: Barnes - Chapter 4, Howells, Chapter 4	Journals Returned Wed. Journal Assignment #4 Essay 2 Due Upload on Friday by Midnight

7	3/9 3/11	Midterm exam More Semiotics Howells Chapter 5	<b>Monday Exam on weeks 1-6</b> Wed. Journal Assignment #5
8	3/16 3/18	Even More Semiotics Please catch up on your reading	Wed. Journal Assignment #6 Journals Collected
9	3/23 3/25	Photography Barnes Chapter 8 Howells Chapter 8	Quiz 2 Wed. Journal Assignment #7 Upload the Image for the Presentation
	3/30 4/1	Spring Break – No Class	
10	4/6 4/8	Film and Visual Culture Barnes Chapter 9 Howells Chapter 6	Wed. Journal Assignment #8  Image for the Presentation should have been uploaded.
11	4/13 4/5	Art and Visual Culture, Again  Howells Chapter 7	Monday – Quiz 3 Wednesday, Journal #9
12	4/20 4/22	Paper Presentations Paper Presentations	Presentations
13	4/27 4/29	Paper Presentations	Presentations  Upload the Outline of your project and first paragraph by Friday at Midnight.

14	5/4 5/6	Television and Visual Culture Howells Chapter 10	Wednesday Journal #10 Journals Collected Papers due uploaded by Friday, at Midnight.
15	5/11	Last Class – Preparation for the Final	Quiz 4
FINAL		Final Exam Friday 5/15 – 9:45-12 The exam will be in ART 133	

### Important Dates

Essay 1 Due	2/20
Essay 2 Due	3/6
Exam 1	3/9
Upload an Image	3/27
Presentations	4/20-4/29
Outline and First Paragraph Due	5/1
Paper Due	5/8
Final Exam	5/18 7:15 to 9:30
Quizzes:	2/24; 3/23; 4/13; 5/11

Note that “All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See [University Policy F13-1](http://www.sjsu.edu/senate/docs/F13-1.pdf) at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

### Classroom Protocol

Please attend all classes, turn off cell-phones, and treat one another respectfully.

### 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. To learn important campus information, view

University Policy S90-5 at <http://www.sjsu.edu/senate/docs/S90-5.pdf> and SJSU current semester's Policies and Procedures, at <http://info.sjsu.edu/static/catalog/policies.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 address the issue, it is recommended that the student contact the Department Chair as the next step.

### **Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Add/drop deadlines can be found on the current academic year calendars document on the [Academic Calendars webpage](http://www.sjsu.edu/provost/services/academic_calendars/) at [http://www.sjsu.edu/provost/services/academic\\_calendars/](http://www.sjsu.edu/provost/services/academic_calendars/). The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/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](http://www.sjsu.edu/advising/) 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.”
  - 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.
  - 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](http://www.sjsu.edu/senate/docs/S07-2.pdf) 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](http://www.sjsu.edu/studentconduct/) 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](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at [http://www.sjsu.edu/president/docs/directives/PD\\_1997-03.pdf](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](http://www.sjsu.edu/aec) (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](http://www.sjsu.edu/senate/docs/S14-7.pdf) 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](http://www.sjsu.edu/at/asc/) 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' free tutoring and mentoring is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. Peer Connections tutors are trained to provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group and individual tutoring are available. Peer Connections mentors are trained to provide support and resources in navigating the college experience. This support includes assistance in learning strategies and techniques on how to be a successful student. Peer Connections has a learning commons, desktop computers, and success workshops on a wide variety of topics. For more information on services, hours, locations, or a list of current workshops, please visit [Peer Connections website](http://peerconnections.sjsu.edu) at <http://peerconnections.sjsu.edu> for more information.

## **Department Advising**

For information about majors and minors in Art & Art History, for change of major/minor forms and a list of advisors: <http://www.sjsu.edu/art/> or the Art & Art History department office in ART 116, [408-924-4320](tel:408-924-4320), [art@sjsu.edu](mailto:art@sjsu.edu)

### **SJSU Writing Center (Optional)**

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](http://www.sjsu.edu/writingcenter) 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.)

