

**San José State University**  
**College of Humanities and the Arts**  
**Department of Art History and Visual Culture**  
**ARTH 15, Introduction to Visual Culture, 01, Fall, 2021, 42456**

**Course and Contact Information**

Instructor(s):	Dr. Isabelle Pafford
Office Location:	ART 117 (But I won't be on campus very much ☺)
Telephone:	(408) 924-4796. *email preferred
Email:	<a href="mailto:isabelle.pafford@sjsu.edu">isabelle.pafford@sjsu.edu</a>
Office Hours:	TBD and by Appointment in Zoom.
Class Days/Time:	Mondays and Wednesdays from 9-10:15
Classroom:	Virtual Classroom in Zoom – Please see Canvas of the link
Prerequisites:	None
GE/SJSU Studies Category:	C1

**Course Description**

Key ideas and debates pertaining to visual culture considered through interdisciplinary study of art and media as significant social forces.

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 Format**

**Technology Intensive, Synchronous and Asynchronous**

Due to Covid 19 restrictions, this course will be taught with a combination of Synchronous and Asynchronous on-line options. You will need access to the internet, the ability to upload and download files, and the ability to participate in video-conferencing. In the first week, we will work through a series of exercises to make sure you have the resources you need. Laptops and other equipment may be checked out for use with the course For more information see [SJSU IT Work Anywhere](#) and [Student Computing Services](#) .

## **Department Advising**

For information about majors and minors in Art & Art History, for a 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, [art@sjsu.edu](mailto:art@sjsu.edu)

## **Use of Zoom Conference Software**

(From the SJSU Online Instruction Syllabus Guidance F 2020)

**Recording Zoom Classes** This course or portions of this course (i.e., lectures, discussions, student presentations) will be recorded for instructional or educational purposes. The recordings will only be shared with students enrolled in the class through Canvas. The recordings will be deleted at the end of the semester. If, however, you would prefer to remain anonymous during these recordings, then please speak with the instructor about possible accommodations (e.g., temporarily turning off identifying information from the Zoom session, including student name and picture, prior to recording). Students are not allowed to record without instructor permission. Students are prohibited from recording class activities (including class lectures, office hours, advising sessions, etc.), distributing class recordings, or posting class recordings. Materials created by the instructor for the course (syllabi, lectures and lecture notes, presentations, etc.) are copyrighted by the instructor. This university policy (S12-7) is in place to protect the privacy of students in the course, as well as to maintain academic integrity through reducing the instances of cheating. Students who record, distribute, or post these materials will be referred to the Student Conduct and Ethical Development office. Unauthorized recording may violate university and state law. It is the responsibility of students that require special accommodations or assistive technology due to a disability to notify the instructor.

Students are encouraged to turn on their cameras during the Zoom session, but not required. Students may also opt to identify themselves as Anonymous + \*last five numbers of the SID. Use of the SID allows the instructor to credit any participation or quiz points.

## **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.

## Recommended Texts/Readings

### Textbooks

- 1) Howells : *Visual Culture* 9780745650715
- 2) Barnes 2012 *An Introduction to Visual Communication* 9781433112577

### Other Readings

Additional Reading is available on Canvas

### Library Liaison

Gareth Scott: email: [gareth.scott@sjsu.edu](mailto:gareth.scott@sjsu.edu). 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

- Selfie Essay (GELO 1,2,3): This essay intended to help you prepare for your PAPER (see below). It will be graded on a scale of 100 points and will be worth 10% of your grade.
- Participation – Complete all assignments in modules 1-6. These activities will be worth 20% of your grade.
- Quizzes: We will have Two quizzes covering vocabulary and concepts.
- Journal-writing Assignments (GELO 1, 2, 3): Journal-writing assignments will be an assignment in modules 1-5. This assignment is Pass/No Pass and is 10% of your grade. \*PLEASE NOTE: The journal assignments will help you prepare for developing a topic for your PAPER (see below).
- Midterm and Final Exam (GELO 1, 3): The exams involve image analysis and concept definition. Study Guides will be provided one week before each exam. The Midterm is worth 10% of the grade. The Final is worth 20% of the grade.
- Final Project (GELO 1, 2, 3): A 3-5 page paper discussing an image of your choice is required. It will be graded on a 100 point scale. In addition, you will develop a one-page Outline and First Paragraph. (GELO 1, 2, 3): and give a two-minute presentation to the class on the topic of your paper (GELO 2). The presentation will be given using video conference. To accompany your presentation you must upload a jpg image to Canvas. This image can be as complex or simple as you choose. The presentation and outline is graded on a Pass/NO Pass scale. The Final Project is worth 20% of your grade.

GRADING	Weight
Selfie Exercise	10%
Participation	20%
Quizzes	10%
Journal Exercises (P/NP)	20%
Two Exams (midterm and final)	30%
Final Project	20%

### Final Examination or Evaluation

A final exam is required for this class. The exam will be administered on-line, and students will have two hours and fifteen minutes to complete the exam. The exam must be completed no later than 11:59 PM on the scheduled day of the exam.

### Grading Information

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+	60 and below	F

### University Policies

Per [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo) (<http://www.sjsu.edu/gup/syllabusinfo>), which is hosted by the Office of Undergraduate Education. Make sure to visit this page to review and be aware of these university policies and resources.

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## Course Schedule

### Course Schedule

This schedule is subject to change. All changes will be announced through Canvas Announcements. This class will be conducted as a synchronous class, with asynchronous opportunities. Students must complete the modules in order.

Our regularly scheduled class time is Mondays and Wednesdays from 9-10:15. On the first day of instruction, Monday, **8/23/21**, we will meet in Zoom conference for a first lecture. On the following instructional days, we will use Zoom for lecture, discussion and breakout rooms during class time. Noninstructional Days are Monday, September 6 (Labor Day) and Wednesday, November 24 (Day Before Thanksgiving).

<b>Modules &amp; Activities</b>	<b>Suggested Date of Completion</b>	<b>Topics and Activities</b>
Introductory Meeting - Mandatory	8/23/21	Attend or (with instructor consent) listen to a recording of the introductory lecture, and participate in activities.
Pre-module	8/27/21	Things you need to know about the course
Module 1	9/3/21	Image, Art, and Art History (Journal One Scheduled for 9/1/21)
Labor Day	9/6/21	Holiday – No Instruction
Module 2	9/8/21 to 9/24/21	Portrait, Self-Portrait and Selfie (Journal Two Scheduled for 9/22/21)
Selfie Essay	9/26/21	You should complete the Selfie Essay before moving on to the Midterm
Midterm	10/4/21	You must complete the Midterm before moving on to the remainder of the course. There will be no zoom meeting today.
Module 3	9/27/21 to 10/15/21	Perspective and Metaphor (Journal Three Scheduled for 10/13/21)
Quiz 1	10/22/21	Vocabulary Quiz following Modules 1 and 2
Module 4	10/18/21 to 10/29/21	Semiotics (Journal Four Scheduled for 10/27/21)
Module 5	11/1/21 to 11/10/21	Photography
Presentations	11/15 -12/1	Presentations may be made in zoom. Scheduling of the presentations will take student availability into account.
Thanksgiving Holiday	11/24/21	The Wednesday before Thanksgiving is a non-instructional day.

<b>Modules &amp; Activities</b>	<b>Suggested Date of Completion</b>	<b>Topics and Activities</b>
Introductory Meeting - Mandatory	8/23/21	Attend or (with instructor consent) listen to a recording of the introductory lecture, and participate in activities.
Pre-module	8/27/21	Things you need to know about the course
Paper Due	12/6/21	
Module 6	12/6/21	Surrealism (Journal 5 scheduled for 12/6/21)
Quiz 2	12/6/21	Vocabulary Quiz following Modules 3-6
Final Exam	12/9/21	Exam must be completed on-line no later than 11:59 PM, Monday, December 13.