Instructor
Phillip Faulkner
phillip.faulkner@ucdenver.edu
Office hours: available by appointment only
Course Website: http://ucdvisualculture.wordpress.com

Course Description
A core course for majors and non-majors, Visual Culture: Ways of Seeing explores how the meaning of imagery is encoded in cultural settings and transforms globally through changing technology and is integrated into daily life.
Max hours: 3 Credits. GT: Course is approved by the Colorado Dept. of Higher Education for statewide guaranteed transfer, GT-AH1. Semester Hours: 3 to 3

Visual Culture as an academic subject is a field of study that generally includes some combination of cultural studies, art and media history, critical theory, philosophy, and anthropology, by focusing on aspects of culture that rely on visual images. In this class we will implement a number of ways to comprehend and understand Visual Culture. This will be done primarily through active processes of seeing through making and doing, as well as looking at and interpreting objects and images in context.

Learning Objectives
The expected outcome for all students is to develop a broad understanding of the power of visual images, with an awareness of one’s surroundings and the many different ways we are affected by and can manipulate and utilize visual culture in our daily lives. All students will become equipped with the means to analyze visual images in dynamic ways.

General Education Learning Outcomes:
1. Marginalization. Explain theories and histories of marginalization and discrimination and their effects on contemporary events and future implications
2. Social Access & Rights: Analyze how diverse social positions impact economic, legal, and political access and rights.
3. Collective Identities: Describe the evolution and social construction of social identities.
4. Self-Awareness: Assess their own individual attitudes, sense of self-awareness, and identities within the context of cultural diversity, and how these impact personal and professional interactions.
5. Social Contributions: Summarize how diverse groups have made major contributions and have affected changes to educational, social, legal, religious, and cultural institutions and society.
COURSE EXPECTATIONS:
1. Successful completion of all assignments and tests
2. Good attendance
3. Care in the presentation of work
4. Inventive rigor/challenge in the creation of work
5. Involved class participation
6. Demonstrated creative thinking and problem solving in relation to course work
7. Good work ethic in prompt and timely preparation for class and diligence demonstrated in the creation of work.
8. Display positive attitude toward constructive criticism by participating in and responding to individual (instructor) and class (peer) critiques
9. Demonstration of an attitude of willingness to learn and reach the highest potential
10. Demonstration of a willingness to experiment with previously untried methods and materials of art making
11. Demonstration of an awareness of the formal and conceptual foundations of art making

Required Learning Tools

TEXTBOOK:
• Practices of Looking: An Introduction to Visual Culture (2nd Edition)
  Marita Sturken & Lisa Cartwright, Oxford Press
  ISBN-10: 0195314409

SUPPLIES:
• Sketchbook, or paper for drawing/printing
• Drawing materials: Pencil, Ink, Eraser, Ruler, etc.
• External Hard Drive / USB flash memory stick (8gb or better)
• A camera with photo & video capabilities (a cell phone is acceptable)
• Software for photo and video manipulation. (Various UCD computer labs provide machines equipped with appropriate software.)

*Additional costs may result from the purchase of materials specific to ones studio work.
Also, Museum visits, lectures, art events may arise throughout the semester, some of which require an admission fee. We will discuss this further when such events arise.

Evaluation
This course is comprised of projects, critiques, writings, quizzes, tests and presentations.

GRADING BREAKDOWN
Grades throughout the course will be weighted as follows:
• 30% Process Projects (2 @15% each)
• 30% Research/Journal (maintenance of blog)
• 20% Tests (Mid-Term & Final), 2 @10% each)
• 15% Presentation
• 5% Class Participation / Attendance
Process Projects 30% of final grade:
These projects will involve making imagery and communicating to an audience. These projects will be assessed according to the following:

| Adherence to Project Guidelines: These will be provided at the onset of each project, and provide detailed instructions as to how to accomplish an assignment. Students should take note of these requirements and take care to make sure all guidelines are met. Does the student engage in discussion with others about their work during presentation times? | 15% |
| Explanation/Presentation: Projects will be accompanied by either a written component, or verbal explanation from student as to how the project embraced assigned guidelines, as well as what intentions were behind decisions made. How well does the project/artifact accomplish assigned and personal goals? Does the student foster, and participate in discussion about their project? | 15% |
| Craft: Was the work created and handled with care? Was the work presented in a manner consistent with outlined quality standards? | 20% |
| Creative Thought: Were multiple approaches considered? Was adequate investigation put toward a project’s creation? Is the outcome unique? | 25% |
| Communication: How well does the project communicate the intended goals, and communicate its message to the intended audience? Were all possible interpretations/audiences considered? To what visual culture does the project speak? | 25% |

Research/Journal 30% of final grade:
Each assigned project will be preceded by a research component. This component will involve any combination of writing, media collection, and theoretical analyzation. All research assignments will be archived online, on your acquired blog. Each research component will be assessed according to the following:

| Demonstrated Insight: Was the assigned topic embraced and employed as an appropriate departure point for personal research? Is the research relevant to the assigned unit/project? Does the conducted research demonstrate understanding of the topic? Does the conducted research demonstrate understanding of visual culture and its many sub genres? | 15% |
| Quality of Writing: Are written components free of grammatical and spelling errors? | 5% |

Presentation 20% of final grade:
Every student will participate in a professional presentation at some point during the semester. These presentations will be delivered by small groups of students. Presentation guidelines will be provided in detail when assigned, however the following assessment will be employed in their grading:

| Contribution: Did the student contribute adequately in the preparation and delivery of presentation? | 30% |
| Visual Aids: Were visual aides such as images, videos, sound bytes, etc. employed effectively? Were an appropriate number of visual aides employed? | 30% |
| Theory: Did the group embrace and adequately explain their assigned topic? Were relevant support materials and research employed? | 30% |
| Time: Did the presentation meet the required duration? | 10% |
**Attendance**
Attendance will not be taken, but be aware absences will result in missed curriculum and result in a hindrance for future work. Knowledge assessments may be administered on any given class day, and may not be made up. If you intend to be absent from class due to a religious holiday you must inform me within the first two weeks of class -- in writing. Any later request may result in a lack of flexibility for rescheduling.

The University outlines a handful of excused absences, and the required documentation for consideration. Please consult the entire policy for full disclosure on the topic. The University attendance policy can be found at the following link: [http://www.ucdenver.edu/faculty_staff/employees/policies/Policies Library/OAA/StudentAttendance.pdf](http://www.ucdenver.edu/faculty_staff/employees/policies/Policies Library/OAA/StudentAttendance.pdf)

**Due Dates**
All assignments are due on the day indicated on the assignment sheet. Most work (written/research) will be turned in through your personal web presence (blog), or through Canvas, by the specified date and time. Making-based projects will be turned in during class on the date specified, unless another means is otherwise noted. Work will not be accepted unless you arrive with it. Failure to complete coursework on time will result negatively on the assignment grade. Late work will only be accepted by the next class meeting, at a degraded value of one letter grade. Justifying circumstances will be considered on an individual basis. It is the student’s responsibility to complete each assignment in a timely manner. It is the student’s responsibility to resolve each assignment in accordance to the written instructions given. In addition, it is the student’s responsibility to confirm and/or clarify a point prior to resolving an assignment.

**Computer Issues**
Occasionally, problems do arise. Files can be accidentally erased, disks can be corrupted, networks can crash, and printers can break down.
Be prepared! Backup all files. Disks are cheap. Time is not.

**Correspondence**
All communication will take place through University email accounts. The course website will be the primary source for lecture materials, assignments, schedule, topic inspiration and tele-presence options ([http://ucdvisualculture.wordpress.com](http://ucdvisualculture.wordpress.com)). Please visit site frequently, and prior to each class meeting.

All grades will be posted to Canvas.
University Policies

STUDENT CODE OF CONDUCT:
All students at the University of Colorado Denver are bound by the Student Code of Conduct. The Student Code of Conduct serves to outline student rights and responsibilities as well as behavioral expectations. If a potential violation of the Student Conduct Code is brought to our attention, you may be asked to meet with a conduct officer to address the situation. You may view the Student Code of Conduct here http://www.ucdenver.edu/life/services/standards/students/Pages/default.aspx

ACCOMMODATIONS:
The University of Colorado Denver is committed to providing reasonable accommodation and access to programs and services to persons with disabilities. Students with disabilities who want academic accommodations must register with Disability Resources and Services (North Classroom 2514 p.303.556.3450). Please contact me after registering to discuss requests. Additional information can be found at: http://www.ucdenver.edu/student-services/resources/disability-resources-services/accommodations/Pages/accommodations.aspx

ACADEMIC FREEDOM:
Academic freedom and diverse viewpoints are highly valued at the University of Colorado Denver. More information can be found at: http://www.ucdenver.edu/policy/Pages/Academic-Freedom.aspx

FAMILY EDUCATIONAL RIGHTS & PRIVACY ACT (FERPA):
FERPA deals specifically with the education records of students, affording them certain rights with respect to those records. More information can be found at: http://www.ucdenver.edu/anschutz/studentresources/Registrar/StudentServices/FERPA/Pages/default.aspx
CAM Vision, Mission and Values

Vision
Art changing lives

Mission
The College of Arts & Media exists at the intersection of art, technology, and commerce, and as such, faculty and students use powerful art making, expansive teaching/learning, and strategic service to connect deeply with the arts disciplines and the culture industry—as these currently exist and as they might become.

Values
• Experimentation and Innovation • Excellence and Professionalism • Community- Creative Research and Scholarship • Leadership • Entrepreneurship • Technological Innovation • Critical Thinking- Diversity, Accessibility, and Equity- Intellectual and Artistic Freedom • Integrity- Sustainability • Civic Engagement • Experiential Learning • Social Responsibility

Disclaimer
Please note: This course may be discussing, reading or viewing content of a diverse nature: gender, race, religion, sex, and politics are a few possibilities. All of these categories are part of the arsenal we use for visual communication and design. If at any time you do not agree with a viewpoint, or the material presented, then it is your responsibility to challenge and present an alternate viewpoint while that view is being presented. It is through this discourse that parties can learn from one another and become better visual communicators and individuals. Art History scholarship and Art Studio practice, along with art teaching and learning, are complex endeavors. They involve the critical exploration of ideas, theories, art-making practices, and art movements, and encompass such things as the human body, sexuality, race, gender, ethnicity, politics, strong languages, religions, and cultures. This course may cover one or more of the above categories and each student will be required to be an active participant in all course assignments, discussions, and tests. Given this information, it is the student's obligation to determine whether the course content and requirements conflict with the student's core beliefs. If a student determines that there is a conflict with his or her core beliefs, one of the following actions must be taken prior to the last day to drop a course without penalty: 1) drop the class; 2) meet with the instructor to determine if an accommodation can be made. Faculty will ascertain if an accommodation can be made; however, faculty are not required to grant content accommodations. If critiques, discussions, or lectures are not being conducted in a way that is beneficial for you, please come by my office or email me so that we can discuss and make constructive changes.
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<tr>
<th><strong>SCHEDULE:</strong></th>
<th><strong>Assigned coursework due the following class</strong></th>
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**Week 1**  
W -1/18 Introduction to the course, overview of syllabus and course policies  
*Chapter 1 up to “How We Negotiate the Meaning of Images.”  
*Establish online journal (wordpress, tumblr, blogger, etc.)  
*Journal 1- Looking at Icons in Our Society

**Week 2**  
M-1/23 Lecture/Activity: “Myth of Photographic Truth”  
Journal 1 due.  
*Remainder of Chapter 1.

**Week 3**  
M-1/30 Lecture/Activity: “Stolen vs. Appropriation”  
*Remainder of Chapter 2  
*Journal 2 – Appropriation in Pop Culture

**Week 4**  
M-2/6 Lecture/Activity: “The Gaze”  
*Chapter 4 up to “Perspective.”  
*Journal 3 – Spectatorship & Power Relationship in Advertising

**Week 5**  
M-2/13 Lecture: “Perspective: Tradition”  
Episteme-Dominant Worldviews activity  
*Journal 4 – Self Portrait

W-2/15 Lecture: “Perspective: Modern/Contemporary”
Week 6
        Journal 4 due.
        *Chapter 5 up to “Copies, Ownership, and Copyright”
        *Journal 5 – Creative Commons

W-2/22  Lecture/Activity: “Propaganda”
        *Find an example of art based on politics (in addition to the art seen in class).
        *Remainder of Chapter 5.

Week 7
M-2/27  Midterm exam review
        Journal 5 due

W-3/1   Midterm exam

Week 8
M-3/6   Activity: “The Eloquent Eye”.
        *Chapter 6 up to “Contemporary Media and Image Flows.”
        *Journal 6 - Media Tracking

W-3/8   Lecture: “Media in Everyday Life”
        Journal 6 Due / Media Tracking due / Discuss findings
        *Remainder of Chapter 6.

Week 9
M-3/13  Robert Rauschenberg activity
        *Chapter 7 up to “Brands and Their Meaning”.

        *Rest of Chapter 7
        * Begin watching: Culture Jam: Hijacking Commercial Culture
        *Journal 7- Culture Jamming

Week 10
M-3/20  SPRING BREAK – NO CLASS
W-3/22  SPRING BREAK – NO CLASS

Week 11
M-3/27  Finish watching Culture Jam; related activity.
        Journal 7 due
        *Chapter 8 up to “Pastiche, Parody, and the Remake.”

W-3/29  Postmodernity folder exercise
        *Remainder of Chapter 8
*Journal 8 – Pastiche Exercises 1&2

**Week 12**

**M-4/3**  
*Intertextuality activity*

**W-4/5**  
*Frontline activity*  
Journal 8 due  
*Chapter 9.*

**Week 13**

**M-4/10**  
Lecture/Activity: “Scientific Looking”.  
*Journal 9 – Pharmaceutical Ad*

**W-4/12**  
Andy Warhol activity  
Journal 9 due.  
*Chapter 10.*

**Week 14**

**M-4/17**  
Group Presentations Round 1.

**W-4/19**  
Group Presentations Round 2.

**Week 15**

**M-4/24**  
Lecture: “Globalization of Entertainment / Designing for Global Viewers”.  
*Journal 10 – Iconography of the U.S.*

**W-4/26**  
Review – Final Exam  
Journal 10 due.

**Week 16**

Final Exam _ TBA

**PLEASE NOTE:**

*Syllabus intends to address all facets of this course, however unanticipated incidents may occur. Any alteration or addendum to this document will be announced and made available to all students.*

*Schedule is subject to alteration at Instructor’s discretion. Any Changes will be announced.*