

APPLICATION FOR NEW COURSE

1. General Information.

- a. Submitted by the College of: Fine Arts Today's Date: 09/01/10
- b. Department/Division: Art
- c. Contact person name: Anna Brzyski Email: anna.brzyski@uky.edu Phone: 859 388-9899
- d. Requested Effective Date: Semester following approval OR Specific Term/Year¹: _____

2. Designation and Description of Proposed Course.

- a. Prefix and Number: A-H 101
- b. Full Title: Introduction to Visual Studies
- c. Transcript Title (if full title is more than 40 characters): _____
- d. To be Cross-Listed² with (Prefix and Number): _____
- e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours³ for each meeting pattern type.
- 2 Lecture _____ Laboratory¹ _____ Recitation _____ 1 Discussion _____ Indep. Study _____
- _____ Clinical _____ Colloquium _____ Practicum _____ Research _____ Residency _____
- _____ Seminar _____ Studio _____ Other – Please explain: _____
- f. Identify a grading system: Letter (A, B, C, etc.) Pass/Fail
- g. Number of credits: 3
- h. Is this course repeatable for additional credit? YES NO
- If YES: Maximum number of credit hours: _____
- If YES: Will this course allow multiple registrations during the same semester? YES NO

- i. Course Description for Bulletin: The course introduces students to the concepts and techniques of visual literacy. It explores a full spectrum of man-made visual forms encountered by contemporary Americans from architecture and works of art to graphic novels, advertisements, television programs and films, photos and the internet.

j. Prerequisites, if any: none

- k. Will this course also be offered through Distance Learning? YES⁴ NO
- l. Supplementary teaching component, if any: Community-Based Experience Service Learning Both

3. Will this course be taught off campus? YES NO

4. Frequency of Course Offering.

¹ Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

² The chair of the cross-listing department must sign off on the Signature Routing Log.

³ In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, represents at least two hours per week for a semester for one credit hour. (from SR 5.2.1)

⁴ You must *also* submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.

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- a. Course will be offered (check all that apply): Fall Spring Summer
- b. Will the course be offered every year? YES NO
If NO, explain: _____
5. Are facilities and personnel necessary for the proposed new course available? YES NO
If NO, explain: _____
6. What enrollment (per section per semester) may reasonably be expected? 80
7. Anticipated Student Demand.
- a. Will this course serve students primarily within the degree program? YES NO
- b. Will it be of interest to a significant number of students outside the degree pgm? YES NO
If YES, explain: The course fulfills Intellectual Inquiry in the Humanities (I-a) requirement of the General Curriculum
8. Check the category most applicable to this course:
- Traditional – Offered in Corresponding Departments at Universities Elsewhere
- Relatively New – Now Being Widely Established
- Not Yet Found in Many (or Any) Other Universities
9. Course Relationship to Program(s).
- a. Is this course part of a proposed new program? YES NO
If YES, name the proposed new program: _____
- b. Will this course be a new requirement⁵ for ANY program? YES NO
If YES⁵, list affected programs: _____
10. Information to be Placed on Syllabus.
- a. Is the course 400G or 500? YES NO
If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in **10.b**. You must include: (i) identification of additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR 3.1.4.)
- b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached.

⁵ In order to change a program, a program change form must also be submitted.



August 12, 2010

MEMORANDUM

To: Anna Brzyski
Art

From: Nichole Knutson
Office of Undergraduate Education

Re: Status of General Education Course Submission

Associate Provost for
Undergraduate Education
217 Funkhouser Building
Lexington, KY 40506-0054

859 257-3027
Fax: 859 323-1932

www.uky.edu/ugs

I am pleased to inform you that your proposed General Education course,

Our Visual Culture from Art to WWW/Intro to Visual Studies

has been approved as meeting the General Education course template in the area of

Foundations of Inquiry: Humanities

The Humanities vetting team found that the course met all five learning outcomes as outlined on the course template.

As a new submission, the Undergraduate Council must still evaluate this course for inclusion in the course catalog. If you have not yet submitted this course for permanent inclusion in the UK course catalog, please do submit it to your departmental committee with the appropriate forms as soon as possible. You will be notified through normal channels as to the final status of the course.

We look forward to the inclusion of this course in the new General Education curriculum. If you have questions, do not hesitate to contact me.

C: Drs. Michael Tick & Geraldine Maschio
Dr. Bill Rayens, Chair, Interim General Education Oversight Committee

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Signature Routing Log

General Information:

Course Prefix and Number:

A-H 101

Proposal Contact Person Name:

Anna Brzyski

Phone: 859 388-9899

Email: anna.brzyski@uky.edu

INSTRUCTIONS:

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
ART College of Fine Arts Curriculum Committee	9/4/2010	Ben Wetters 17-4931 bwetters@uky.edu	Ben Wetters
	2/9/11	Jane Johnson 17-1709 jhjohn@email.uky.edu	Jane H Johnson
		/ /	
		/ /	
		/ /	

External-to-College Approvals:

Council	Date Approved	Signature	Approval of Revision ⁶
Undergraduate Council	4/19/2011		
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

Comments:

⁶ Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

A-H 101 Introduction to Visual Studies



Lectures: M & W 11:00 - 11:50 am Fine Arts Building, room 127
 Sections: 003 W 1:00 - 1:50 pm Fine Arts Building, room 308B
 004 W 2:00-2:50 pm Fine Arts Building, room 308B
 005 W 3:00 -3:50 pm Fine Arts Building, room 308B
 008 F 11-11:50 pm Fine Arts Building, room 308B

Instructor: **Anna Brzyski**

office: 308A Fine Arts Building

phone: 859 388-9899

e-mail: anna.brzyski@uky.edu

website: www.artworlds.org/ab/

office hours: Wednesday 12:00 - 2:00 pm & by appointment

Teaching Assistants:

Sections 003 & 008

Julia Carr

office: 303A Fine Arts Building

phone: 859 219-9289

e-mail: julia.carr@uky.edu

office hours: Friday 12:00 - 1:00 pm & by appointment

Sections 004 & 005

Susan Hemmingson

office: 308A Fine Arts Building

phone: 859 971-0974

e-mail: susan.hemmingson@uky.edu

office hours: Tuesday 11:00 - 12:00 pm & by appointment

Course Description

This course introduces students to the concepts and techniques of visual literacy. We will examine the full spectrum of man-made visual forms encountered by contemporary Americans and learn how to think critically about various aspects of our visual environment from architectural complexes to individual buildings, from graphic novels and cartoons to films and works of art, from still photos to streaming video. Although the main focus of the course is contemporary American visual culture, we will explore other cultures and other time periods considering the subtle and not so subtle effects of globalization on our lives, beliefs, consuming, and viewing habits.

Learning Outcomes

In order to pass this course, students must demonstrate the following:

1) a nuanced understanding of the concept of visual culture across a broad spectrum of cultural

forms

- 2) an ability to critically analyze and compare images, works of art, architectural structures and other visual forms
- 3) an ability to analyze a visual narrative
- 4) an ability to write a coherent, well reasoned essay free of major spelling and grammatical flaws
- 5) an ability to conduct independent research
- 6) mastery of basic vocabulary appropriate to discussion of different sectors of contemporary visual culture
- 5) understanding of key concepts discussed in the course, such as power, identity, ideology, gender, race, class, globalism, desire, consumerism, etc. and how they impact production and our understanding of visual forms

Course textbooks, materials, & study aids:

Matthew Rampley, ed, *Exploring Visual Culture: Definitions, Concepts, Contexts* (Edinburgh University Press, 2005)

Art Spiegelman, *Maus I: A Survivor's Tale-My Father Bleeds History* (Pantheon, 1986)

Course lectures archived at the [Fine Arts Library, Media Center](#)

Course website: <http://www.artworlds.org/ab/page26/IVS/IVShome.html>

UK Library resources page for [Visual Studies](#)

UK Library resources page for [Art](#)

[ArtStor](#) image database

Exams & Assignments:

Midterm: Monday, Oct. 18, in class

Exploring Visual Culture, Introduction, Chapters 1-6, 15

Final Exam: Monday, December 13, 10:30 am

Exploring Visual Culture, Chapters 7-14

Assignment 1: Us & Them due in section week 5

Assignment 2: Analysis of Art Spiegelman's Maus, due in section week 12

Assignment 3: Sex Sells, due in section week 16

All assignments must be submitted on time. Late assignments will not be accepted except for instances of excused absence (see section on attendance policies). All arrangements for late handing in of assignments and for make up of exams must be made well ahead of time in consultation with the instructor.

Attendance

Attendance is mandatory. Every absence will be noted and will reflect on the final grade. Each unexcused absence will result in deduction of 5 points from the point total.

Excused absence

The following are acceptable reasons for class absence:

1. Illness of the student or serious illness of a member of the student's immediate family
2. Death of a member of the student's immediate family
3. Trips for members of student organizations sponsored by an academic unit, trips for University

- classes, and trips for participation in intercollegiate athletic events
4. Major religious holidays (prior notification required)
 5. Any other circumstance which the instructor finds reasonable cause for nonattendance

Verification of absences

In absences related to illness, death or travel, an instructor will require verification such as a written doctor's excuse, a death notice from a newspaper or formal notification from University personnel documenting participation in a trip.

When feasible, students should notify their instructors prior to the occurrence of an absence. If prior notification is impossible, students have one week from the time of the excused absence to notify instructors.

Grades:

Midterm: 15 points

Final: 25 points

Assignment 1: 10 points

Assignment 2: 20 points

Assignment 2: 20 points

Participation & Attendance: 10 points

Midterm Grade:

The students will be assigned a midterm grade based on their progress in the course up to the midterm. The grade is meant to give students feedback on their work. It is not the same as the grade earned on the midterm exam. The midterm grade reflects points for Assignment 1, Midterm Exam, participation and extra credit.

A is for excellent work. This means mastery of the course material, excellence in execution and expression of various assignments (all completed conscientiously, skillfully, and on time), perfect attendance (no unexcused absences), and consistency in class participation and preparedness. [100-90 points]

B is for good work. This means demonstrating good knowledge of the course material, completing all assignments proficiently, on time, and well above average, and consistent attendance, active class participation and good preparedness. [89-80 points]

C is for average work. This means demonstrating basic knowledge of the course material; assignments are decently done; most work is finished, classes have been attended. [79-70 points]

D is for poor work. This means poor attendance, being routinely unprepared, below par work on the assignments, non-participation in class. [69-60 points]

E is for failing work. This means poor attendance, very poor work, being routinely unprepared, non-participation in class, **cheating on exams or blatant plagiarism**. [less than 60 points]

Academic Integrity

Academic Integrity Part II of Student Rights and Responsibilities (available online at <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

Academic Accommodation of Students with Disabilities

If you have a documented disability that requires academic accommodations, please see your TA as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide us with a Letter of Accommodation from the **Disability Resource Center** (Room 2, Alumni Gym, 257-2754, email address jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

Communication with the Instructor and TAs

As a student, it is your responsibility to notify us if you will have to miss a class or an assignment due date. Please let your TA know as soon as possible if you anticipate any scheduling problems. Come and talk to us if you are having trouble understanding the course material or have difficulty completing an assignment. For simple matters, the best way to get in touch with either the instructor or the TA is through e-mail. For addressing more complicated issues it is best to come to the our office hours. It is in your best interest to get to know us and to keep us aware of any problems you may be having. Communication with your professors and TAs is key to your academic success!

This syllabus is subject to change at the discretion of the instructor to accommodate instructional and/or student needs. All changes will be posted on the course website. The course website offers the most accurate and most current information.

Schedule:

Week 1 Aug. 25-27 Introduction

Week 2 Aug. 30 – Sept. 3 What is Visual Culture?

Reading: *Exploring Visual Culture*, **Introduction** and **Chapter 1: Visual Culture and the Meanings of Culture**, pp. 1-17 and Chapter 15: Visual Culture and its Institutions, pp. 229-245

Week 3 Sept. 6 – 10 Art or Craft? Part 1

Monday, Sept. 6 – **NO CLASS – Labor Day**

Reading: *Exploring Visual Culture*, **Chapter 2: Definitions of Art and the Art World**, pp. 18-33

Week 4 Sept. 13-17 Art or Craft? Part 2

Reading: *Exploring Visual Culture*, **Chapter 3: Concepts of Craft**, pp. 34-49

Week 5 Sept. 20-24 The Idea of Design

Reading: *Exploring Visual Culture*, Chapter 4: Design and Modern Culture, pp. 50-66

Discussion Section: **Assignment 1: Us & Them due**, be prepared to discuss the assignment

Week 6 Sept. 27- Oct. 1 Fashion & Identity

Reading: *Exploring Visual Culture*, Chapter 5: Fashion: Style, Identity, Meaning, pp. 67-84

Week 7 Oct. 4-8 Photographic Image, Film & Video

Reading: *Exploring Visual Culture*, Chapter 6: Photography and Film, pp. 85-101

Week 8 Oct. 11-15 Built Environment

Reading: *Exploring Visual Culture*, Chapter 7: Architecture and Visual Culture, pp. 102-116

Discussion Section: **Review for Midterm**

Week 9 Oct. 18-22 Built Environment continued

Monday, Oct. 18 - MIDTERM

Week 10 Oct. 25-29 Picturing the World

Reading: *Exploring Visual Culture*, Chapter 8: Representation and the Idea of Realism, pp. 117-132
read Art Spiegelman's *Maus I*

Discussion Section: Discussion of **Assignment 2** - Analysis of Art Spiegelman's *Maus I*

Week 11 Nov. 1-5 Strategies of Representation

Reading: **Exploring Visual Culture**, Chapter 9: Visual Rhetoric, pp. 133-148

Week 12 Nov. 8-12 Who Determines the Meaning of Images?

Reading: *Exploring Visual Culture*, Chapter 10: The Rise and Fall and Rise of the Author, pp. 149-162

Discussion Section: **Assignment 2 due**, be prepared to discuss the assignment

Week 13 Nov. 15-19 Hidden meanings

Reading: *Exploring Visual Culture*, Chapter 11: The Ideology of the Visual, pp. 163-178

Week 14 Nov. 22-26 Week 13 Image and commerce

Reading: *Exploring Visual Culture*, Chapter 12: Visual Practices in the Age of Industry, pp. 179-196

Wed. Nov. 24 – **NO CLASS – Thanksgiving**

Week 15 Nov. 29 – Dec. 3 Proliferation of Images

Reading: *Exploring Visual Culture*, Chapter 13: Technical Reproduction and its Significance, pp. 197-213

Week 16 Dec. 6-10 Digital and Cyberculture

Reading: *Exploring Visual Culture*, Chapter 14: From Mass Media to Cyberculture, pp. 214-228

Discussion Section: **Review for the Final, Assignment 3 due**

Monday, December 13, 10:30 am – FINAL EXAM