Art 102: Ideas of Visual Culture

Professor: Adán Ávalos, Ph.D.
Email: adan@csufresno.edu
Office hours: by appointment only

Location and Time: Conley Art 101: M 6:00 – 8:50

Required Textbooks:


3. Additional readings will be posted on Blackboard.

Catalogue Description: Ideas of Visual Culture: Art, Media and the Computer. 3 units. Lecture/lab hours: 3. Overview: Ideas in visual culture and critical theory. Examines visual culture in the form of film, video, new works in visual art, the computer, and visual spectacles in contemporary culture.

Course Overview: Art 102 is an introduction to the field of visual culture. Visual culture examines the process by which contemporary society makes meaning from images. It looks at concepts central to the use of images, such as ideology, power, desire, visuality, spectacle, absence, the other, modularity and the virtual. Visual culture brings methodologies from diverse fields, such as phenomenology and semiotics, to the study of visual images. In the current semester we will use theories of visual culture to look at film and video, while considering issues of myth, ideology, spectacle, representation, identity, and alternative media.

Course Objectives (Learning Outcomes):

1. Recognize important and innovative visual works of art.
2. Interpret and evaluate the significance of contemporary visual works within their historical and cultural context.
3. Orally apply theoretical concepts to the critical examination of specific works from visual culture.
4. Analyze and criticize visual works through oral and written assignments.
5. Formulate educated interpretations of visual works through the use of cultural theory.

Course Assignments and Grading: Class Participation (22pts), Blackboard Reading Postings (12@4) 48pts, Art/Film Reviews (2@15) 30pts, Research Paper (50pts), Discussion Leader (20pts), Group Presentation 20pts, Final Exam (20pts)
********Tentative Course Schedule********

**January 27** Introduction: Course Overview

Readings: Ellis Hamburger “Facebook isn’t making you depressed, but the internet is”

http://www.theverge.com/2013/8/22/4647916/facebook-isnt-making-you-depressed-the-internet-is

Screening: *Catfish* (Henry Joost & Ariel Schulman, 2010)

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**Visual Culture**

**February 3**


Screening: *Sud* (Chantal Akerman, 1999)

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**February 10**


Screening: *Contempt* (Jean-Luc Godard, 1963)

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**February 17** (Presidents' Day)

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**February 24**


Screening: *Man With A Movie Camera* (Dziga Vertov, 1929)

Due: Art/Film Review

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**Film Language**

**March 3**


Screening: Lumiére Brothers films; Georges Méliès films; *M* (Fritz Lang, 1931)
March 10
Screening: Our Trip to Africa (Peter Kubelka, 1966); Zoo (Frederick Wiseman, 1993)

March 17
Readings: Film and Reality; Rudolf Arnheim, “The Complete Film”; André Bazin, “The Ontology of the Photographic Image”; “An Aesthetic of Reality: Neorealism”; Gilles Deleuze, “From Cinema 1 and Cinema 2”
Screening: Bicycle Thieves (Vittorio De Sica, 1948)

Alternative Forms – Video Art
March 24
Readings: Sylvia Martin, “Moving Pictures”; *plus selected art readings
Screening: Video Art
Due: 1-page Research Paper Abstract with Thesis Statement

March 31 (Cesar Chavez)

April 7
Readings: Catherine Elwes, “The Modernist Inheritance: Tampering with the Technology, and Other Interferences” & “Disrupting the Content”
Screening: Video Art
Due: Art/Film Review

April 14 (Spring Recess)

Digitization and Globalization
April 21 (From the Language of New Media)
Screening: Strange Days (Kathryn Bigelow, 1995)
April 28


Screening: Contemporary Experimental Film and Video

Due: Research Paper

May 5 (Last Day of Instruction)

Group Presentations

Readings: Student Selections

Screening: Student Selections

May 12 (Final Exam)

Group Presentations

Readings: Student Selections

Screening: Student Selections

*Syllabus Subject to Change: In the event of extenuating circumstances, syllabus and schedule is subject to change. If you are absent from class, it is your responsibility to check on announcements made while you were absent.

Blackboard: This is a Web-enhanced course. Blackboard will be your source for discussion board assignments, study worksheets, grades, and updated information. You are expected to access Blackboard regularly. To access Blackboard log to (https://blackboard.fresnostate.edu) using your Fresno State username and password.

For help with Blackboard (do not contact professor) contact Technology Innovations for Learning and Teaching (TILT) @ 278-7373 or email tiltsupport@csufresno.edu
University Policies:

**Students with Disabilities:** Upon identifying themselves to the instructor and the university, students with disabilities will receive reasonable accommodation for learning and evaluation. For more information, contact Services to Students with Disabilities in the Henry Madden Library, Room 1202 (278-2811).

**Honor Code:** “Members of the CSU Fresno academic community adhere to principles of academic integrity and mutual respect while engaged in university work and related activities.” You should:

a) understand or seek clarification about expectations for academic integrity in this course (including no cheating, plagiarism and inappropriate collaboration)

b) neither give nor receive unauthorized aid on examinations or other course work that is used by the instructor as the basis of grading.

c) take responsibility to monitor academic dishonesty in any form and to report it to the instructor or other appropriate official for action.

Instructors may require students to sign a statement at the end of all exams and assignments that “I have done my own work and have neither given nor received unauthorized assistance on this work.”

**Cheating and Plagiarism:** "Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit; such acts also include assisting another student to do so. Typically, such acts occur in relation to examinations. However, it is the intent of this definition that the term 'cheating' not be limited to examination situations only, but that it include any and all actions by a student that are intended to gain an unearned academic advantage by fraudulent or deceptive means. Plagiarism is a specific form of cheating which consists of the misuse of the published and/or unpublished works of others by misrepresenting the material (i.e., their intellectual property) so used as one's own work.” Penalties for cheating and plagiarism range from a 0 or F on a particular assignment, through an F for the course, to expulsion from the university. For more information on the University’s policy regarding cheating and plagiarism, refer to the Class Schedule (Legal Notices on Cheating and Plagiarism) or the University Catalog (Policies and Regulations).

**Disruptive Classroom Behavior:** "The classroom is a special environment in which students and faculty come together to promote learning and growth. It is essential to this learning environment that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. ... Differences of viewpoint or concerns should be expressed in terms which are supportive of the learning process, creating an environment in which students and faculty may learn to reason with clarity and compassion, to share of themselves without losing their identities, and to develop and understanding of the community in which they live . . . Student conduct which disrupts the learning process shall not be tolerated and may lead to disciplinary action and/or removal from class.”

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