

**SCHOOL OF FINE ART AND MUSIC**  
**Fall Semester 2017**  
**ARTH\*2220-01**  
**THE VISUAL ARTS TODAY**

**INSTRUCTOR:** Dr. Kristin Patterson  
**TIME:** Monday & Wednesday 4:00-5:20 pm  
**LOCATION:** McKinnon 114  
**OFFICE:** TBC  
**PHONE:** Ext.  
**EMAIL:** kristinp@uoguelph.ca

*Monday, October 9*

**Holiday--NO CLASSES -- classes rescheduled to Friday, December 1, 2017**

**OFFICE HOURS:** Wednesdays, 2:30 – 4:00 p.m., or by appointment

**CALENDAR DESCRIPTION**

This course is an introduction to contemporary visual culture, its current controversies, and its historical roots. The avant-garde movements of the modern period and the impact of new technologies and media will be examined within a rich historical context. Topics will include international exhibitions, selling art, art and popular culture, censorship, and the relation between words and images.

***Prerequisite(s):*** 2.00 credits or (ARTH\*1510 or ARTH\*1520)

***Restriction(s):*** ARTH\*1220. This is a Priority Access Course. Enrolment may be restricted to particular programs or specializations. See department for more information.

**COURSE DESCRIPTION**

This course will provide a survey of themes and concepts that are relevant to contemporary visual culture. We will draw upon examples from the realms of art production, advertising, cinema, graphic traditions, and scientific images in order to study how visual culture interacts with and informs social, cultural, political, and economic aspects of human society. Through the various course components we will consider such questions as: What is visual culture? How does the context in which an image is viewed shape the way it is interpreted by a viewer? Why are certain types of images privileged over others? What types of theories exist to explain how audiences interpret and understand visual culture? In what ways can images reinforce or challenge dominant ideologies in society?

**LEARNING OUTCOMES**

1. Students will become familiar with key themes and ideas related to contemporary art

2. Students will develop skills of visual analysis
3. Students will learn how to construct a critical interpretation of contemporary art and visual culture
4. Students will learn to link past and present art and visual culture
5. Students will be introduced to a range of visual culture theories.

**TEXTS**

- Marita Sturken and Lisa Cartwright. Practices of Looking: An Introduction to Visual Culture. 2nd edition. Oxford: Oxford University Press, 2009.
- Additional readings may be required throughout the semester as posted in Courselink

The book is available in the Campus Coop Bookstore and other locations. If you opt to purchase a second hand copy please ensure you obtain the correct edition.

**METHOD OF EVALUATION**

<b>ASSESSMENT</b>	<b>Weight</b>	<b>Due Date</b>
Seminar Discussions x 3 .....	30% .....	Sept. 24, Oct. 22, Nov. 12
Online Quizzes x 3 .....	30% .....	Oct. 8, Nov. 5, Dec. 3
Mini Analysis Papers x 2 .....	40% .....	Oct. 15 & Nov. 26

\*\*\*Further details on all course assignments are found under content on Courselink.

This course is devised as lecture-based classes. The readings have been chosen to introduce students to some of the leading artists, terms, and significant contributions to the development of contemporary art and visual culture. All students are expected to have read and prepared notes on the assigned chapters before the lectures. The learning objectives for this course include visual literacy, global understanding, and a sense of historical precedent in contemporary visual arts.

**EMAIL POLICY:**

The instructor will respond to emails within 48 hours except Saturdays and Sundays and reserve the right to ignore emails if the issue is considered redundant. Please enquire only about the issues that require immediate attention. Before you email your professor take a look at the syllabus, the materials posted on Courselink, and search on-line to try to find the answers on your own.

**VIDEO/AUDIO RECORDING POLICY:**

Any form of in-class video or audio recording or electronic capturing using cell phones, i-phones, recording to laptop is strictly prohibited without the instructor’s consent and permission. The use of laptops and other similar writing devices in the lecture hall is allowed in certain circumstances. Please turn your cell phone off during class.