

Flagler College

Freshman Learning Community Fall 2008

ART 101 B: Intro to Visual Art and Culture

Patrick Moser: Associate Professor of Art

Credit Hours: 3

Location: K-300

Meeting Times: MWF 11-11:50

Office Location/Hours: 203 Wiley Art Bldg second floor

Office Hours: MWF 9-10am, MW 5-6pm TR 9-9:30am 12:15-2:15pm

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Course Description:

This course is an introduction to the complex power and beauty of visual culture through the exploration of various modes of art creation and interpretation. We will focus on cultivating an informed and critically engaged viewer in order to empower and enrich individual visual experience in contemporary society. We will also explore relationships between particular visual art works and general systems of power and meaning, including culture, politics, critical theory, historical events and technology.

Prerequisite: none

Expected Learning Outcomes

- Students who complete this course will increase their visual literacy by developing the ability to see and think critically about cultural visual experience.
- Students will develop the ability to identify, analyze and express concepts of political power and rhetoric in a visual form.
- Students will understand the fluid relationship between traditional art practice, contemporary design and popular consumer culture.
- Students will gain foundational knowledge regarding historically significant visual art works and the various forms of influence these works exert on contemporary culture.
- Students will be able to articulate the relationship between particular visual works and the systems of power and meaning surrounding them.

Required Text:

Ways of Seeing, Berger, Penguin press

Practices of Looking, Sturken and Cartwright, Oxford press

Suggested reading: The New York Times

Reading Literature, James and Merickel

Course Requirements and Methods of Assessment

Students are required to fulfill assignments specific to this Art 101 course as well as others that involve integration with the other two learning community courses.

Class homework and journal assignments must be completed on time or will not be accepted. Students are required to attend class having read and re-read assigned texts for class discussion. The assigned readings will inform and guide class experience with particular works of visual art including: painting, sculpture, photography, film, graphic design and digital media.

Methods of assessment involve the following:

Class Participation: Students must be prepared for and participate in class discussion.

When reading assigned texts determine what the underlying concept or position of the author is, how the author supports the position and finally whether or not you agree or disagree and why. Friday classes will be reserved for studio/critique activities.

Journal/homework: Students will have daily assignments in their class journal designed to develop the capacity for deep, empirical seeing.

Midterm and Final Examinations: On these exams students will be responsible for identifying culturally significant works and answering essay questions regarding visual culture and concepts of power.

Integrated assignment 1: Political Advertisement

Integrated assignment 2: Local engagement/persuasion a call to action

METHODS OF INSTRUCTION

This course will be taught by a combination of lecture and class discussion. The Friday of each week will be reserved for either a studio activity or a seminar discussion involving an assigned article, film or political ad critique.

GRADING STANDARDS/SCALE

A: 90 – 100pts: Excellent

B: 80 - 89pts: Good

C: 79 – 80pts: Average

D: 60 – 69 pts: Below Average

F: 59 – 0 pts: Failure

GRADE SCALE:

Class Participation/studio/journal 20%

Midterm Exam 25%

Final Exam 25%

Integrated Project 1 15%

Integrated Project 2 15%

Attendance policy

Class attendance and participation is a must therefore every absence beyond two will be five points reduction in your final class average. Chronic tardiness will count as an absence. A student who is absent, for any reason, (excused or unexcused), more than 20% of the scheduled class meetings for the academic semester or term will not receive credit for the course. Students must request all excused absences through the Office of the Assistant Dean of Academic Affairs or through the College Nurse and must provide appropriate documentation to obtain an excused absence.

Academic Honesty: Cheating, plagiarism, violation of test conditions, complicity in dishonest behavior, or other falsification of academic work is a serious breach of College expectations and is subject to immediate disciplinary action.

Statement on Disabilities:

Flagler College offers special academic accommodations to students with documented disabilities. Services include alternative test administration and/or services of interpreters, note-takers, and readers. In order to receive special academic accommodations a student must register with the Office of Services for Students with Disabilities (OSSD) and provide the required documentation of disability. Students must contact Ms. Deborah Kamm-Larew at 891-6460 or dkamm@flagler.edu.

COURSE OUTLINE and SCHEDULE

Art 101 Intro to Visual Arts

(The weekly schedule may be altered at the discretion of the instructor)

Week 1 (Sept 1-5th):

Intro-identifying assumptions/individual questions
Complexity and Power of Seeing – how to see
Establishing a formal vocabulary
Artist: Delacroix, Liberty Leading the People and Political cartoons
Journal/sketchbook
-From Reading Literature: Annie Dillard

Week 2 (Sept 8-12):

Berger, Ways of Seeing (WOS), Essays 1-3 read and discuss
Language and sight, the gaze
Artists: Magritte, Da Vinci, Van Gogh
Friday: Critique first campaign commercial
-From Reading Literature- Wallace Stevens

Week3 (Sept 15-19):

Berger, WOS, Essays 4-7
Representation and political power
Artists: Holbien, Dutch Still life, Rembrandt
-Imovie demo on creating ads
Journal: Seminar on Political ads

Week 4 (sept 22-26):

Practices of Looking (POL) Chapters 1-2

viewer based meaning- Barbara Kruger

Artists: Visiting Artist Monika Litman – **potential group event**

Journal, political ads roundup

Friday – studio/media critiques

Week 5 (Sept 29-Oct 3):

POL chapter 3

Spectatorship, power and knowledge

Artists: Christo - Running Fences Documentary

-From Reading Literature: Public Enemy fight the power

Journal – Ad critique seminar

Week 6(OCT 6-10): Debate on Oct 7th

POL Chapter 4

Reproduction and Visual Technologies

Artists: Monet, Hockney, Baldessari

Journal- ad critique seminar

Week 7 (Oct 13-17):

POL chapter 5

MIDTERM EXAM

Mass media and public sphere

Artist: Robert Rauchenberg

Jornal- seminar/critique political ads

Week 8 (Oct 20-24):

POL Chapter 6

Consumer Culture

Artist: Warhol vs Kinkaide

Journal- seminar political ads

Week 9 (Oct 27-31):

POL chapter 6 cont:

Branding

Artist: Guerilla billboards

Journal

Show Political ads in Crisp Ellert Museum –***group event***

Week 10 (Nov 3-7):

POL Chapter 7

Postmodernism and pop culture

Modernism,

Documentary: Helvetica graphic design and fine art

Arist: Mondrian, Pollock, Sherman, Maya lin

Jornal- election day seminar

Week 11 (Nov 10-14):

POL Chapter 8

Scientific Looking

Artist: Muybridge, Kac

-From shared text; Tom Regan ,religion and animal rights

Journal

Week 12 (Nov 17-21)

POL chapter 9

Globalism and visual Culture

Artist: China /Olympics

Journal

Week 13 (Nov 24-28)

Thanks giving break

Journal/sketchbook

Friday: media critique

Week14 (Dec 1-5)

Final Project

Call to action

“... to every mind its choice between truth and repose. Take which you please: you can never have both. Between these, as a pendulum, man oscillates. He in whom the love of repose predominates will accept the first creed, the first philosophy, the first political party he meets – most likely his father’s. He gets rest commodity and reputation: but he shuts the door of truth. He in whom the love of truth predominates will keep himself aloof from all moorings, and afloat. He will abstain from dogmatism, and recognize all the opposite negations between which, as walls, his being is swung. He submits to the inconvenience of suspense and imperfect opinion, but he is a candidate for truth, as the other is not, and respects the highest law of his being.”

- Ralph Waldo Emerson

“Flagler College Core Competencies - Flagler College has identified seven core competencies – reading, writing, speaking, mathematics, technology, research, and critical thinking as essential components of the academic program. All graduates, regardless of their major, must demonstrate that they are competent in all seven areas; therefore, each Flagler College course emphasizes at least two core competencies.

The first competency, reading, is an underlying skill in all Flagler College courses; therefore the reading competency is measured by general student success in the class. All courses address at least one core competency in addition to reading.

(Art 101) addresses the following core competencies which are measured by the methods listed below the competency.

1st Core Competency: Reading

Students must read comprehend and interpret the class text . Class discussion revolves around the visual experience of works of art and requires students to recall and apply concepts involving pictorial formalism, individual artistic vision, and historical context from class readings. Class examinations include essays questions requiring the ability to identify and synthesize concepts from text readings.

2nd Core Competency: Critical thinking

Measured by student ability to successfully apply course concepts in studio exercises, class discussion and on exam essays that require a proficiency in analyzing and synthesizing relationships between individual artistic vision, historical context and formal significance.

3rd Core Competency: Writing:

Measured by midterm and final essay examinations requiring the ability to use language to successfully analyze and communicate class concepts.