



# ART 180 Introduction to Visual Studies

Winter 2024

**Course Credits:** 4

**Contact Hours:** 56 hours

**Instructor:** TBA

**Email:** TBA

## **COURSE OBJECTIVES**

This course examines the production and consumption of imagery in an effort to understand how meanings are produced in various historical, political, and cultural contexts, while also questioning what role art-making and human vision plays in our overtly visual, post-industrial society. The class is structured around readings from the textbook and PowerPoint lectures. Students are also responsible for discussing the readings, along with the lectures, through a series of short response essays.

Upon completion of this course, students will be able to:

1. Know the concepts and role of visual culture and the relevance of visual culture to their specific discipline
2. Define the specificities of visual culture as a subject area and identify the interdisciplinary nature of visual culture
3. Define the roles played by film, photography and digital media in contemporary visual culture
4. Define the theoretical differences between a range of approaches to the gender gaze and identify key theoreticians in the field of gender studies and visual culture

## **PREREQUISITES**

N/A

## **GRADING**

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:



ITEM	POINTS
Quizzes	10 Points
Short Essay	30 Points
Midterm	20 Points
Final Exam	40 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$ .

We reserve the right to make adjustments to the overall grading policy.

## COURSE MATERIALS

### **Required Texts:**

Sturken, Marita, and Lisa Cartwright. 2018. *Practices of Looking: An Introduction to Visual Culture*. 3<sup>rd</sup> ed. Oxford: Oxford University Press.

### **Recommended (Optional) Texts or Other Materials:**

None

## COURSE TOPICS

MODULE	TASKS
Module 1	<b>Topics:</b> Topic 1: What is Visual Culture Topic 2: Visual Technologies and Reproduction Topic 3: Visuality and the Urban Space Topic 4: Visual Culture, Consumer Culture and Advertising <b>Assessments:</b> Quiz#1 Short Essay#1



Module 2	<b>Topics:</b> Topic 5: Vision and Science Topic 6: Images, power and Politics Topic 7: Sound, Depth, and Space Topic 8: Sound before Image <b>Assessments:</b> Quiz#2 Short Essay#2
Module 3	<b>Topics:</b> Topic 9: Cinematography or Ways of Cinematic Seeing Topic 10: Film Novelization Topic 11: Architecture and Visual Culture Topic 12: Representation and the Idea of Realism <b>Assessments:</b> Short Essay#3
Module 4	<b>Topics:</b> Topic 13: Independent Cinema and Styles Topic 14: Visual Rhetoric Topic 15: The Ideology of the Visual Topic 16: The Gaze, the Body and Sexuality <b>Assessments:</b> Midterm
Module 5	<b>Topics:</b> Topic 17: From Mass Media to Cyberculture Topic 18: Visual Culture and its Institutions Topic 19: Globalization of Art and Museum Culture Topic 20: Strategies of Countervisuality: A History <b>Assessments:</b> Final Exam

## ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.



2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

### **LEARNING REQUIREMENTS**

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

### **TECHNOLOGY POLICY**

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

### **ACADEMIC INTEGRITY POLICY**

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

### **DISABILITY ACCOMMODATION**



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Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.