



蘇州大學
Soochow University

ART 208 Visual Culture: Theories, Contexts and Debates

Winter 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

The course offers a critical analysis of visual culture through the exploration of key ideas and debates such as the meanings of the term 'visual culture,' theoretical approaches to contemporary analysis, and the impact of cultural, social, and historical contexts on various forms of visual expression. Students will examine topics such as relationship between vision, power and knowledge, materiality and immateriality of images, the constitution of images, the intersection of power and vision, the political dimensions of visibility, spectatorship, racial and sexual differences in visual representation, and the role of images in consumer culture within contemporary globalized societies.

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

1. Understand the concept and role of visual culture and its relevance to specific discipline.
2. Analyze and interpret the various forms of visual expression encountered in everyday life.
3. Evaluate and apply a range of theories that address fundamental questions about the role of images in understanding, knowing, and communicating.
4. Equip themselves with the analytical skills and theoretical knowledge necessary for critically engaging with visual culture.
5. Communicate insights and analyses effectively, both orally and in writing, demonstrating a clear understanding of the course concepts.



PREREQUISITES

N/A

GRADING

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

ITEM	POINTS
Class Participation and Discussions	15 Points
Critical Analyses	40 Points
Presentation	15 Points
Final Project	30 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:

Matthew Rampley, *Exploring Visual Culture: Definitions, Concepts, Contexts*, Edinburgh University Press, 2005.

Recommended (Optional) Texts or Other Materials:

Supplemental readings will be included to illustrate or expand on textbook readings.

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Course Introduction Topic 2: Visual Culture and the Meanings of Culture



	<p>Topic 3: Definitions of Art and the Art World Topic 4: Visual Culture: A New Paradigm Screening#1 Assessments: Critical Analysis#1</p>
Module 2	<p>Topics: Topic 5: Photography and Film Topic 6: Architecture and Visual Culture Topic 7: Visual Practices in the Age of Industry Topic 8: Technical Reproduction and Its Significance Screening#2 Assessments: Critical Analysis#2</p>
Module 3	<p>Topics: Topic 9: Visual Culture and Its Institutions Topic 10: Visual Culture, Consumer Culture and Advertising Topic 11: The Persistence of Vision Topic 12: Science and Technology in Visual Culture Screening#3 Assessments: Critical Analysis#3</p>
Module 4	<p>Topics: Topic 13: Images, Power and Politics Topic 14: Vision, Power and Knowledge Topic 15: Globalization and Visual Culture Topic 16: Culminating Final Project Screening#4 Assessments: Critical Analysis#4</p>
Module 5	<p>Topics: Topic 17: The Gaze Topic 18: Representation of The Body and Sexuality Topic 19: “Seeing” Racial Difference Topic 20: Final Project Presentations Assessments: Final Project & Presentation</p>

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 (e.g., 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



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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

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.