

Introduction to Visual Culture

Fall 2013

Baylor University

Opening Our Eyes

Welcome! We live in an increasingly mediated world. Our daily lives are saturated with experiences driven by our infatuation with the visual. This course will give you the tools you need to investigate these experiences. By the end of the term, I hope you will be able to explain how visual experiences impact an audience. To help explain the effect of images, I will introduce you to several theories of visual communication. With all this knowledge, you will be invited to develop your own creative visual project.

The Professor

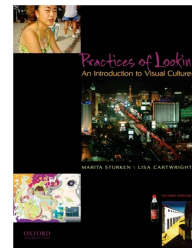
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Office Hours: T/R 11:00-12:00; 3:15-4:30; or by appointment



The Textbook

Marita Sturken and Lisa Cartwright,

Practices of Looking: An Introduction to Visual Culture, Second Edition.

How You Can Learn

Participate. Come to class ready and energized to discuss the ideas at hand and take part in class activities.

Write. Compose two analysis essays and one theory essay that carefully analyzes visual communication.

Answer. Successfully display your knowledge of the course on two exams.

Create. Produce your own visual project and explain its effectiveness.

We study visual
culture to grasp how
our vision of the
world takes shape.

Grading

I want you to thrive in this course. To help that happen, the grading process in this course is straight forward. I explain the details and grading criteria for each assignment. You can find these under “Assignments” on Blackboard. As a teacher who believes that great work requires lots of feedback, please know that I am here to help you along this journey.

Earning a C...

Complete all course requirements and demonstrate a pretty good understanding of course concepts.

Earning a B...

Produce above-average work that puts in more than the assignment requests.

Earning an A...

Excel consistently in all assignments. Go above and beyond the basic requirements of the assignment

Earning a grade of D or F means that you have not shown consistent effort toward improvement, and have not met the minimum standards for the course.

Assignment Values		Grading Scale		
Participation	125 points	800-720	100-90%	A
Analysis Essay	100 points	719-704	89-88%	B+
Audience Essay	100 points	703-640	87-80%	B
Exam One	100 points	639-624	79-78%	C+
Exam Two	100 points	623-560	77-70%	C
Creative Project	125 points	559-480	69-60%	D
Theory Essay	100 points	479-below	59-0%	F
Project Pres.	25 points			
Reflection	25 points			
Total:	800 points			

Extra Credit

Throughout the semester I may offer a few additional assignment and exercises to earn credit. These credits can come in handy if your percentage is on the border between one grade and another. For example, if you earned a 79.5 in the course, and had completed extra credit, you would now have a B. You have the opportunity to earn up to 25 points extra credit. Just remember, I will not round up final grades automatically.



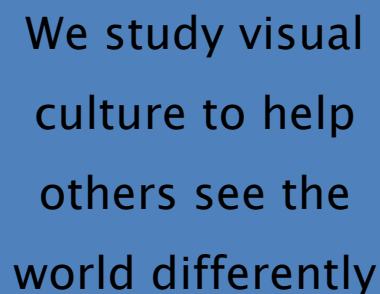
Course Policies

What You Can Expect From Me

To be respectful.
To encourage you to do your best.
To be prepared each class to teach and able to explain why each lesson, activity and assignment is worthwhile.
To offer clear instructions on all assignments.
To return your work promptly with commentary.

What I Expect From You

To be prepared for class each day.
To arrive on time and to pay attention throughout class.
To participate in class discussions and activities.
To turn in your well-constructed assignments on time.



We study visual
culture to help
others see the
world differently

Turn It In

Students agree that by taking this course, all required papers, exams, class projects or other assignments submitted for credit may be submitted to turnitin.com or similar third parties to review and evaluate for originality and intellectual integrity. A description of the services, terms and conditions of use, and privacy policy of turnitin.com is available on its web site: <http://www.turnitin.com>. Students understand all work submitted to turnitin.com will be added to its database of papers. Students further understand that if the results of such a review support an allegation of academic dishonesty, the course work in question as well as any supporting materials may be submitted to the Honor Council for investigation and further action.

Attendance

According to the College of Arts and Sciences, all students should be present for 75% of all class sessions. If you miss 25% of classes, that could lead to you failing the course. I ask that you be physically and mentally present for all classes. I measure this with the participation grade (see next page). If you are ill or have other obligations, please speak with me.

Plagiarism

We will talk about this in more detail in class, but I expect all your work to be your own. The penalty may be an F on an assignment or the course. To avoid unintentional plagiarism, please ensure that you cite all outside sources properly.

Honor Code

I expect students and faculty to conduct themselves with academic integrity at all times. Be familiar with the University's honor code and the penalties for infringement.

24 Hour Grace Period

All written assignments can be turned in 24 hours from the due date. After that, barring extreme circumstances, students earn a zero. This policy does not apply to presentations.

FERPA

Your work and your grades are private information. If you want to share this information with anyone else, please fill out a FERPA form.

Special Needs

If you require modification in any course requirements, please speak with me privately. We will work through the Office of Access and Learning Accommodation to ensure equal opportunity in this course.

Course Schedule and Participation

Participation

As a class in communication, I ask each student to be physically and mentally present for each class. Please avoid distractions to other students, including smart phones, newspapers, web play unrelated to class, etc.

Top Ten Ways To Earn Participation...

10. Attend class regularly and arrive on time.
9. Be prepared for class: read the assigned material, take notes, write down questions/comments, etc.
8. Produce thoughtful reading reflections.
7. Post questions or comments on the Blackboard discussion space.
6. Help classmates with speeches or essays (you might consider letting the professor know you are doing this).
5. Stop by the professors' office hours to chat.
4. Organize study sessions for exams or difficult material (you might consider letting the professor know you are doing this).
3. While in class, maintain attention to the course material, answer the instructor's questions, and offer helpful comments for classmates.
2. While in class, pay special attention to classmates' comments, speeches, etc.

And the number one way to earn participation...

1. Be here, be present, and be part of this community.

Date	Topic	Assignments Due	Readings
8/27	Introductions		
8/29	Physiological Process of Vision		Google Work
9/3	Cognitive and Cultural Process of Vision		pp. 9-48
9/5	Cognitive and Cultural Process of Vision		
9/10	Viewing		pp. 49-92
9/12	Meaning-Making		
9/17	Perspective		pp. 141-82
9/19	Representation		
9/24	Power and the Gaze		pp.101-119; 275-288
9/26	Design Principles		
10/1	Intention vs. Effect and Audience	Analysis Essay	
10/3	Making an Argument		
10/8	Visual Culture		
10/10	Postmodern Looking		pp. 307-327
10/15	Exam One		
10/17	Scientific Looking		pp. 347-388

How will this class benefit you?

By the end of this course...

You should have a greater understanding of how sight is influenced by our other senses, our biases, and our culture.

You should be able to critically interrogate the variety of visual messages in your world.

You should understand the relationship between a visual artifact and the audience.

You should be able to make an argument on the effectiveness of a visual artifact.

You should be able to articulate how the visual can be used as a form of resistance to the status quo.

You should be able to create your own visual project and explain why you think it will be successful.

You should be a stronger writer, speaker, and creator.



Date	Topic	Assignments Due	Readings
10/22	Globalized Looking		pp.389-416
10/24	Invention	Audience Essay	
10/29	Resistance		
10/31	Media and Democracy		pp. 242-264
11/5	Culture Jamming		pp. 300-306
11/7	Pastiche and Parody		pp.328-333
11/12	Creativity		
11/14	Workday		
11/19	Workday		
11/21	No Class. Professor at Conference		
11/26	Workday, Visual Projects (if needed)	Theory Essay and Projects	
12/3	Visual Projects	Theory Essay and Projects	
12/5	Visual Projects	Theory Essay and Projects	
Final Exam	Exam Two	Dec. 13, 2-4 Reflection Essays due before this	