

Course Title: ARH 335 Topics in Visual Culture

Term: Summer 2023

Instructor: TBA

Course Credit: 3

Mode of Instruction: Online

Course Description:

This course examines the theories of selected, interdisciplinary topics in historical and contemporary visual culture. It introduced how images circulate through digital media, remakes, and viral networks, and the cross-fertilization of images between various social arenas, such as art, advertising, popular culture, news, science, entertainment media, video games, theme parks, and design. Upon the completion of the course, students will better “read” the visual images and visuality we live among and within.

Course Prerequisites:

ARH 141 Western Art To 1400

ARH 142 Western Art Since 1400

Learning Outcomes:

By the end of the course, the student should be able to:

- A. Gain a comprehensive understanding of the core concepts related with visual culture;
- B. Describe, discuss, and analyze a variety of visual forms and media from different cultural and historical contexts;
- C. Understand the significance and function of visual culture;
- D. Describe and apply selected theoretical approaches to visual cultures;
- E. Describe the role of imagery in mass media, advertisement, and film.

Course Material:

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

Evaluation:

- 2 Reading [20%]
- Essays [20%]
- Mid-term Exam [25%]
- Final Exam [35%]

Description of the Evaluation tasks:

Assignment/ Essay/ ... : During the term, students will be required to finish several evaluation tasks within due date. All the tasks are linked with specific course topics/outcomes and will adequately assess students' competence and learning outcomes. Students are encouraged to meet with instructor about these tasks at any point.

Mid-term/ Final Exams/ Quiz/... : There may be periodic quizzes given at the beginning of lecture sessions; the feedback from these quizzes will monitor the progress of the learners and help to set learning priorities. There will be mid-term exam/ final exam for the course. They are the basic criteria for the evaluation of students' learning outcomes and final grade.

Grading Policy:

Students are supposed to finish each online lecture. Prior to each class, students should finish the required readings. During the class time, students are encouraged to make use of all relevant online course resources and communicate with the instructor. Students' grades are accumulated based on the cumulative evaluations.

Students' letter grade will be assigned according to the following scale:

A+ 90-100	A 85-89	A- 80-84
B+ 77-79	B 73-76	B- 70-72
C+ 67-69	C 63-66	C- 60-62
D+ 57-59	D 53-56	D- 50-52
F < 50		

Academic Integrity:

Students must strictly adhere to the university's academic integrity rule; and all essays, exams and any other form of academic assignments must adhere to these rules. Any form of plagiarism, cheating, or misappropriation of materials will be considered a violation of academic integrity and will be punishable by the university.

Withdrawal from the Course(s):

Students will be able to apply for a transfer or withdrawal within 3 days of the starting date of the course. If a withdrawal is applied for within 3 working days, the tuition fee will be fully refunded. After 3 days, the tuition fee will not be refunded. If a withdrawal is applied for in the first two weeks, it will be recorded as W (Withdraw) on the course transcript. After this initial two-week period, the class will be recorded as F (Fail).

Tentative Schedule:

1	Course Introduction
2	Visual Culture and the Meanings of Culture
3	Definitions of Art
4	The Art World
5	Concepts of Craft

	Reading 1: <i>Practices of Looking: An Introduction to Visual Culture</i> Marita Sturken and Lisa Cartwright, 2018
6	Design and Modern Culture
7	Fashion: Style, Identity and Meaning
8	Photography and Film
9	Film Novelization
10	Architecture and Visual Culture Essay#1
11	Representation and the Idea of Realism
12	Midterm Test
13	Visual Rhetoric
14	The Rise and Fall
15	Rise of the Author Reading 2: <i>Practices of Looking: An Introduction to Visual Culture</i> Marita Sturken and Lisa Cartwright, 2018
16	The Ideology of the Visual
17	Visual Practices in the Age of Industry
18	Technical Reproduction and its Significance
19	From Mass Media to Cyberculture
20	Visual Culture and its Institutions Essay#2
21	New Direction
22	Final Exam Reviews
23	Visual technologies and reproduction
24	Visuality and the space
25	Final Exam