

CULTURE OF THE IMAGE (ART 2826C)

Credits: 3

Class Meeting Time/Location:

Wednesdays Periods 9-10/ FAC127 (and other locations as needed).

Your lab sections meet on Fridays, Periods 3-4 (M. Anderson) or 5-6 (D. Adams) in Room FAD329.

Instructor: Dr. Craig Smith (email: csmith@arts.ufl.edu)

Office Hours/Location: Wednesdays Periods 7 and 8/ FAD 337 (by appointment)

Course Related Fees: \$139.52

Canvas URL: <https://ufl.instructure.com/courses/435259>

Course Description:

Introduces the critical processes by which images acquire meaning, and how artists and artworks produce knowledge. Provides an overview of visual representation that facilitates understanding of the issues involved in the production, distribution, and reception of images.

Course Topics:

- **Postidentity**
- **Afrofuturism**
- **Social Efficacy (How to Do Things with Art)**
- **Relational Aesthetics**
- **Parafiction/Plausability**
- **Design and Ontology**

Textbooks:

All required readings have been provided by the instructor and are uploaded to the course canvas page. Two readings will be selected by each student during the semester (one for the midterm, one for the final) and it is the responsibility of each student to find the resources for their selection. The instructor will assist where helpful as will the AFA Library or Smathers Library West staff.

Content Warning:

In this course, we will cover content and materials that some may find difficult. It is important that in a studio art or humanities course we do not shy away from engaging with materials that may be controversial or challenging. I encourage you to reach out to me if you are struggling with the course materials. In class, if you need to step away for a period of time as we are covering particular content, you may do so without penalty, but I ask that you remember that you are responsible for any information covered in your absence.

Class Attendance:

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Grading:

Grades will be based on weekly class reading/quiz assignments (10 quizzes @ 5 points each = 50), a Midterm Exam (10 points), a Final Exam (10 points), and two visual assignments given in three parts (10 points each = 30). All grading will be completed by your teaching assistant and reviewed by the course instructor. Grading rubrics for each element are posted on Canvas.

A gradebook is available on the course canvas page. All grading will follow the UF grading guidelines available here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Accommodations:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center.](#) It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Online Course Evaluations:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

In-Class Recording:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code.

Schedule:

August 25-Course Introduction, Questions, Discussion

August 27- LAB Orientation, Health + Safety Sheets

September 1-HARN MUSEUM OF ART VISIT (Meet at Harn Museum Lobby by 4:15pm)

Question of the Day (not graded) + View El Anatsui and Kehinde Wiley

Reading Assignment #1 (Quiz Next Week)

September 3-Camera Handling (ISO/ASA, Shutter Speed, Aperture, Focus, Depth of Field)

Order Supplies (Film, Paper, Lab Supplies)

September 8-Quiz #1, Screenings and Discussion

Reading Assignment #2 (Quiz Next Week)

September 10-Photo Walkabout (All students with cameras, walking shoes, review camera handling.)

Supplies due Sept 17th (Film, Paper, Lab Supplies)

September 15-Quiz #2, Screenings and Discussion, Assignment 1A/1B Presentation

Reading #3 (Quiz Next Week)

September 17-Film Developing Demonstration

Shoot 3-5 rolls of film by next lab class (9/24)

September 22-Quiz #3, Screenings and Discussion, Assignment 1A/1B Discussion

Reading #4 (Quiz Next Week)

September 24-Contact Sheet Demonstration, Film Development Review

Develop 3-5 rolls of film by next lab class (10/1)

September 29-Quiz #4, Screenings and Discussion, Assignment 1A/1B Discussion

October 1-Darkroom Enlargement Demo, Contact Sheets Review, Exposure Review

Shoot 3-5 more rolls of film by next class (10/8)

October 6 — Quiz #5 + Assessment + Midterm Exam REVIEW

Study for Midterm Exam (Exam is next week)

October 8- Wet Lab Darkroom (Develop Film + Contact Sheets + Enlargement)

Continue creating all media for Assignment 1A due 10/22 and 1B due 11/5.

October 13-Midterm Examination

October 15 – Wet Lab Darkroom (Contact Sheets Due Next Week!)

October 20 – Midterm Assessment

Reading #6 (Quiz Next Class Meeting)

October 22 – 10 Contact Sheets Due (Assignment 1A) + Critique/ Discussion

October 27- Quiz #6 + Assessment, Screening, Discussion #6

October 29 – Wet Lab Darkroom (Assignment #1B Due Next Week!)

November 3-Quiz #7 + Assessment/ Screening/ Discussion #7

Reading #8 (Quiz Next Class Meeting)

November 5- Assignment #1B Due + Critique/Discussion

November 10-Quiz #8 + Assessment/ Screening/ Discussion #8 + Introduction Assignment #2

Reading #9 (Quiz Next Class Meeting)

November 12-Wet Lab Darkroom (Assignment #2 Due Dec. 3)

November 17-Quiz #9 + Assessment/Screening/Discussion #9

Reading #10 (Quiz Next Class Meeting)

November 19-Wet Lab Darkroom (Assignment #2 Due Dec. 3)

November 24-NO CLASS (Thanksgiving)

November 26-NO CLASS (Thanksgiving)

December 1-Quiz #10 + Final Examination REVIEW

December 3-Assignment #2 Due + Critique/Discussion

December 8 -Final Examination