
Fall 2014 (August 25th – December 10th)
Date/Time: Tuesday periods 10-11 (5:10-7:05pm) & Thursday period 10 (5:10-6:00pm)
Section: 0430  Location: FAC 201

Instructor: Ms. Laura M. Winn
Email: lauwinn@ufl.edu
Office Hours: Thursday periods 8-9 in FAD 233

Course Description: (3 credit hours) Introduction to the artistic experience through the examination of different ideas, approaches and purposes of art. The Artistic Experience will introduce the non-art major to the methods and skills to critically engage with art objects, artistic practices and traditions, and the history of art. Not counted toward the major (H and N).

Course Goals: This course, designed specifically for non-art majors, will provide students with an appreciation of a variety of art forms, styles, and time periods in both Western and non-Western cultures. The course is organized by theme to allow students to look at a variety of art from different regions and time periods. Students are encouraged to look at art in new ways and to apply their knowledge from class to critically analyze art and visual culture outside the classroom. It is meant to challenge students’ expectations regarding the canon of art history, and to encourage a better understanding of art’s social and cultural importance.

Expected Student Learning Outcomes:
Upon the completion of this course, students will be able to:

- Identify and articulate specific forms of media, techniques, and technologies of artistic production.
- Utilize specific terminology of art and art history.
- Comprehend the political, social, and institutional forces in the production, reception, and patronage of art.
- Identify significant art works, artists, and cultural traditions, critical to understanding the history of art.


Additionally, there will be articles for class discussion posted on the E-learning site as pdf files each week.
Grading Policy:
- Participation and Attendance 10%
- Quizzes on Assigned Readings 20% (total of 4 quizzes 5 points each)
- “What is Art?” Paper 10%
- “4 Cs Analysis of Art” Paper 20%
- Midterm Exam 20%
- Final Exam 20%

- Optional Quiz #5 will take place after the Final Exam on December 9th. If students choose to take the cumulative Quiz 5 it will replace their lowest grade on quizzes 1-4.

All graded assignments will receive a letter grade and numerical grade. Final grades will be calculated using the following grade scale:

- A=100-93%  A- =92-90%  B+=89-87%  B=86-83%  B- =82-80%
- C+=79-77%  C=76-73%  C- =72-70%  D=69-60%  F=59-0%

Additional Policies:
1. **Attendance**: Students are expected to attend class and arrive on time. Class attendance, punctuality, and participation in class discussions will determine your “participation and attendance grade.” Excessively arriving late, leaving class early, or more than 3 absences will deduct from the 10% of the course grade allocated towards attendance and participation.
   a. When absent, it is the student’s responsibility to obtain notes and assignment from a fellow classmate as lecture notes will not be posted on E-learning.
   b. An attendance sheet will be circulated several times during each class session. It is the student’s responsibility to sign the sheet. Failure to do so will result in an absence (no exceptions.) It is a violation of the University Honor Code to sign for another student.
2. **Participation**: Students are expected to have read the assigned material before and come to class prepared to discuss the weekly readings. Students must actively participate in class discussion each week to receive the full points allocated to participation in their final grade.
3. **Readings**: The weekly readings from the Visual Culture textbook and articles on E-Learning are designed to supplement the in-class lecture and discussion. It is essential that the assigned readings have been completed prior to class so that students can engage in lecture and participate in discussion.
4. **Exams, Quizzes, Graded Assignments, and Due dates**: Assignments are due on the dates noted in the syllabus. Assignments turned in late will not receive full credit, and will be docked a letter grade for each day late. An absence on the day of a scheduled exam or quiz will result in a ZERO letter grade for that assignment. Exams and quizzes will include information from the assigned reading, class lectures, and in-class discussions. Please make note of the schedule exam days.
   - **Midterm Exam**: Tuesday, October 14th
   - **Final Exam**: Tuesday, December 9th
5. **Electronic devices:** Cell phones are to be **turned OFF** during class. No radio or phone headsets (Bluetooth, i-phone, Blackberry etc..) allowed in class. Devices will be confiscated by the instructor until the end of class if found in use. All communication is prohibited during exams and quizzes.

6. **Academic Honesty:** Students are expected to follow the Honor Code in this and all University of Florida courses. The Honor Code prohibits cheating, plagiarism, and academic dishonesty. For your reference, the code may be found at [http://www.dso.ufl.edu/scr/honorcode.php](http://www.dso.ufl.edu/scr/honorcode.php) Cheating, plagiarism, violation of test conditions, complicity in dishonest behavior or other falsification of academic work is a serious breach of academic integrity and is subject to immediate disciplinary action. Plagiarism is the appropriation of the language, thoughts, or ideas of another—either literal or paraphrased—without appropriate citation of the original source. This ranges from submitting whole papers, parts of papers, received, or bought from others. It includes all un-cited copying from books, articles, or online materials. If you have questions on how to properly cite a resource please ask and I will be happy to forward you citation examples. **All writing assignments will be submitted to Turnitin.com a service that checks for originality.**

7. **E-Learning (Sakai) and Student Communications:** Students will receive communication through the Sakai online learning site and their ufl.edu email account. It is the student’s responsibility to regularly check both their email accounts and the course Sakai site for course announcements and updates.

8. **Accommodations of Students with Disabilities:** Every effort will be made to accommodate students with disabilities. Anyone requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide you with the necessary documentation, which you must then provide to me when requesting accommodation. Please make your request at least one week before the needed accommodation.

9. **University Counseling & Wellness Center:** 3190 Radio Road P.O. Box 112662, University of Florida Gainesville, FL 32611-4100 Phone: 352-392-1575, Web: [http://www.counseling.ufl.edu/cwc/](http://www.counseling.ufl.edu/cwc/)
Calendar of Weekly Topics, Required Reading, Quizzes, and Exams (subject to revision):
Fall 2014 - Tuesday, August 26th through Tuesday, December 9th

Part I – What is Art? – Materiality & Medium

Week 1: Tuesday, August 26th & Thursday, August 28th
• Class introduction: What is art and why do we study it?
  o Overview of methodology and theory.
  o Overview of student expectations.

Reading for Thursday’s class in Visual Culture text: Introduction and Chapter 1 in Berger’s Ways of Seeing.

Week 2: Two Dimensional Art & Design – Painting & Drawing
Tuesday, September 2nd & Thursday, September 4th

Required Reading for week 2: Chapter 5 in Berger, Ways of Seeing.
Articles on Sakai for class discussion:

Week 3: Three Dimensional Art & Design – Sculpture & Installation
Tuesday, September 9th & Thursday, September 11th – QUIZ #1

Required Reading for week 3 - Articles on Sakai for class discussion:

Week 4: Applied Arts – Textiles, Interior Design, & Art Objects
Tuesday, September 16th & Thursday, September 18th - “What is Art” Paper Due through Sakai and Turnitin.com

Required Reading for week 4 in Visual Culture text: Chapter 7 “Fine Art.”
Article on Sakai for class discussion:
Week 5: Art & Technology – Photography & Film
      Tuesday, September 23rd & Thursday September 25th

Required Reading for week 5 in Visual Culture text: Chapter 8 “Photography” and Chapter 9 “Film.”

Articles on Sakai for class discussion:


Part II – Art & Ideology - Competing Histories

Week 6: Medieval & Renaissance Iconology – Art in the service of Christianity
      Tuesday, September 30th & Thursday, October 2nd – QUIZ #2

Required Reading for week 6: Visual Cultures text Chapter 1 “Iconology” and Chapter 3 “Art History.”

Week 7: Portraits & Authorship – Representing the Self
      Tuesday, October 7th

Required Reading for week 7-Articles on Sakai for class discussion:


Thursday, October 9th – NO CLASS SCHEDULED

MIDTERM REVIEW & STUDY GUIDE POSTED ON E-LEARNING SITE

Week 8: MIDTERM
      Tuesday, October 14th – IN CLASS MIDTERM EXAM
      Thursday, October 16th HOMECOMING WEEKEND- NO CLASS SCHEDULED

Week 9: Politics of Art – Revolution, Protest, & Propaganda
      Tuesday, October 21st & Thursday, October 23rd

Required Reading for week 9 - Articles on Sakai for class discussion:


**Week 10: Orientalism & Primitivism – Art in the service of Colonialism**
Tuesday, October 28th & Thursday, October 30th – **QUIZ #3**

**Required Reading for week 10 - Articles on Sakai for class discussion:**

**Part III – Theory & MORE Issues of Interpretation & Representation**

**Week 11: Modernism - Taste, Aesthetics, & Form**
Tuesday, November 4th & Thursday, November 6th

**Required Reading for week 11 in Visual Culture text: Chapter 2 “Form.”**
**Article on Sakai for class discussion:**

**Week 12: Selling Images – Media & Visual Culture**
Tuesday, November 11th – **VETERAN’S DAY – NO CLASS SCHEDULED**
Thursday, November 13th

**Required Reading for week 12 in Visual Culture text: Chapter 10 “Television.”**
**Article on Sakai for class discussion:**

**Week 13: Gender & the Gaze – the Naked & the Nude**
Tuesday, November 18th & Thursday, November 19th – **QUIZ #4**

**Required Reading for week 13: 2nd half of Chapter 4 “Ideology” in Visual Culture text and Chapter 3 in Berger, Ways of Seeing.**
**Articles on Sakai for class discussion:**

Week 14: The Language of Images – Semiotics & Structural/Post-Structuralism
Tuesday, November 25th
Thursday, November 27th – NO CLASSES SCHEDULED –THANKSGIVING HOLIDAY- “4Cs Art Analysis” Paper due to E-Learning Sunday, November 30th.

Required Reading for week 14 in Visual Culture text: Chapter 5 “Semiotics.”
Article on Sakai for class discussion:

Week 15: Post-Colonialism, Globalization, & Non-Western Art
Tuesday, December 2nd & Thursday, December 4th

Required Reading for week 15 in Visual Culture text: Chapter 6, “Hermeneutics.”
Article on Sakai for class discussion:

Week 16:
Tuesday, December 9th - FINAL EXAM
Optional cumulative Quiz #5 following Exam