

ARH 2002 – Introduction to Art – “The Artistic Experience”

Spring 2015 (January 5th –April 22nd)
Date/Time: Monday period 8 (3-3:50pm) & Wednesday periods 8-9 (3-4:55pm)
Section: 0410 Location: FAC 127

Instructor: Ms. Laura M. Winn
Email: lauwinn@ufl.edu
Office Hours: Monday periods 6-7 in FAC 125

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.

Required Texts: Howells, Richard & Joaquim Negreiros. *Visual Culture*, 2nd edition. Malden, MA: Polity Press, 2013. (ISBN: 978-0-7456-5070-8)

Berger, John. *Ways of Seeing*. New York: Penguin Books, re-issued 2008.
(ISBN: 978-0-141-03579-6)

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 5%
 - “4 Cs Analysis of Art” Paper 20%
 - Midterm Exam 20%
 - Final Exam 25%
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- **Optional Quiz #5** will take place after the Final Exam on April 22nd. 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:

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|-----------|------------|------------|----------|------------|
| 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 2 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- Wednesday, February 25th

Final Exam- Wednesday, April 22nd

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/sccr/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/>

Calendar of Weekly Topics, Required Reading, Quizzes, and Exams (subject to revision):
Spring 2015 – Monday, January 5th through Wednesday, April 22nd

Week 1: What is Art?

Wednesday, January 7th

- Class introduction: *What is art and why do we study it?*
 - Overview of student expectations.
 - Developing visual literacy.

Reading for Wednesday's class in Visual Culture text: Introduction.

Week 2: The History of Art History

Monday, January 12th & Wednesday, January 14th

Quiz #1 on weekly reading

Required Reading for week 2:

- Chapter 3 “Art History” in *Visual Cultures* text.
- Chapter 4 “Ideology” in *Visual Cultures* text.
- Chapter 1 in Berger’s *Ways of Seeing*.

Week 3: Formalism, Taste, & Aesthetics

Monday, January 19th MLK holiday – NO CLASS SCHEDULED

Wednesday, January 21st

Required Reading for week 3:

- Chapter 2 “Form” in *Visual Cultures* text.
- Chapter 7 “Fine Art” in *Visual Cultures* text.

Week 4: Iconology – Art in the service of Medieval & Renaissance Christianity

Monday, January 26th & Wednesday, January 28th

What is Art Paper due, printed in class on the 28th

Required Reading for week 4:

- Chapter 3 “Iconology” in *Visual Cultures* text.
- *Article on Sakai*: Laurie Schneider Adams, Chapter 3 “Iconography” in *The Methodologies of Art* (1996) pgs: 36-57.

Week 5: Art, Technology, & Reproduction – Photography & Film

Monday, February 2nd & Wednesday, February 4th

Quiz #2 on weekly reading

Required Reading for week 5:

- Chapter 8 “Photography” in *Visual Cultures* text.
- *Article on Sakai*: Benjamin, Walter. “The Work of Art in the Age of Its Technological Reproducibility” (1935) pgs: 19-42.

Week 6: The “Gaze”- Psychoanalysis and Art

Monday, February 9th & Wednesday, February 11th

Required Reading for week 6 - Articles on Sakai:

- Excerpts from Freud’s “On Dreams” (1911), Salvador Dali’s “The Stinking Ass” (1930), and Max Ernst’s “What is Surrealism?” (1934) in *Art in Theory 1900-2000: An*

Anthology of Changing Ideas, edited by Harrison and Wood. pgs: 21-28, 486-489, and 491-493.

- Laura Mulvey, "Visual Pleasure and Narrative Cinema" in *Film Theory and Criticism: Introductory Readings* (1999) pgs: 833-844.

Week 7: The Language of Images – Semiotics, Advertising, & Mass Media

Monday, February 16th & Wednesday, February 18th

Required Reading for week 7:

- Chapter 5 "Semiotics" in *Visual Culture* text.
- *Article on Sakai*: Sturken, Marita and Lisa Cartwright. "Advertising, Consumer Cultures, and Desire" in *Practices of Looking*. New York: Oxford University Press, 2009. pgs: 265-304.

Week 8: MIDTERM EXAM

Monday, February 23rd - Midterm Review

Wednesday, February 25th - **Midterm Exam**

Week 9: SPRING BREAK - Monday, March 2nd & Wednesday, March 4th

Week 10: Three Dimensional Art & Design – Sculpture & Installation

Monday, March 9th & Wednesday, March 11th

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

- Senie, Harriet. "Richard Serra's 'Tilted Arc': Art and Non-Art Issues." *Art Journal* (Winter 1989): 298-302.
- Potts, Alex. "Installation and Sculpture." *Oxford Art Journal*, vol. 24, no. 2 (2001): 7-23.
- Call, Michael J. "Boxing Teresa: The Counter-Reformation and Bernini's Cornaro Chapel." *Women's Art Journal*, vol. 18, no. 1 (Spring-Summer 1997): 34-39.

Week 11: Marxism and Applied Arts – Textiles, Interior Design, & Art Objects

Monday, March 16th & Wednesday, March 18th

Required Reading- Articles on Sakai for class discussion:

- Crawford, Alan. "Ideas and Objects: the Arts and Crafts Movement in Britain." *Design Issues*, vol. 13, no. 1, Designing the Modern Experience 1885-1945 (Spring 1997): 15-26.
- Chapter 5 in Berger's *Ways of Seeing*.

Week 12: Politics of Art – Revolution, Protest, & Propaganda

Monday, March 23rd & Wednesday, March 25th

Quiz #3 on weekly reading

Required Reading for week 12 - Articles on Sakai for class discussion:

- Childs, Elizabeth. "Big Trouble: Daumier, Gargantua, and the Censorship of Political Caricature." *Art Journal*, vol. 51, no. 1 (Spring 1992): 26-37.
- Patricia Mainardi, "The Political Origins of Modernism." *Art Journal* vol. 45, no. 1 (Spring 1985): 11-17.
- Held, Jutta trans by Alex Potts. "How Do the Political Effects of Pictures Come about? The Case of Picasso's 'Guernica.'" *Oxford Art Journal*, vol. 11, no. 1 (1988): 33-39.

Week 13: Orientalism & Primitivism – Art in the service of Colonialism

Monday, March 30th & Wednesday, April 1st

Required Reading for week 13: Articles on Sakai for class discussion:

- Said, Edward. Excerpts from Orientalism in *Art in Theory 1900-2000: An Anthology of Changing Ideas*, edited by Charles Harrison and Paul Wood. Malden, MA: Blackwell Publishing, 2003. pgs: 1005-1009.
- Nochlin, Linda. “The Imaginary Orient,” in *The Politics of Vision: Essays on Nineteenth-Century Art and Society*. Boulder, CO: Westview Press, 1989. pgs: 33-57.

Week 14: Gender Representation – the Naked & the Nude

Monday, April 6th & Wednesday, April 8th

Quiz #4 on weekly reading

Required Reading for week 14:

- Chapter 3 in Berger’s *Ways of Seeing*.
- *Articles on Sakai for class discussion:* Abigail Solomon-Godeau, Chapter 1 “Male Trouble: A Crisis in Representation” in *Male Trouble* (1997) pgs: 16-41.

4Cs Analysis, Harn Research paper due Sunday, April 12th at 5pm uploaded to Sakai

Week 15: Post-Colonialism, Globalization, & Non-Western Art

Monday, April 13th & Wednesday, April 15th

Required Reading for week 15:

- Chapter 6, “Hermeneutics” in *Visual Cultures* text.
- *Articles on Sakai for class discussion:* Belting, Hans. trans by Deborah Lucas Schneider. Chapter 2 “The Taming of the Eye: Criticism of Seeing Islam.” in *Florence and Bagdad: Art and Arab Science*. (2001) pgs: 55-89.
- Hynes, Nancy. “Yinka Shonibare, Re-Dressing History.” *African Arts* (Autumn 2001): 60-73.

Week 16: FINAL EXAM

Monday, April 20th Final Review

Wednesday April 22nd **in-class Final Exam**