ART 305: ART & MASS CULTURE
Class Syllabus
Professor Eve Wood
Fall 2015

Course # : 11228 Fall 2015
Office hours: Mondays 12-2PM
Office: Sagebrush 224
Office phone: (818) 677-6454 - no messages
E-mail: wood_eve@csun.edu
Meeting time: ONLINE ONLY

COURSE DESCRIPTION: Prerequisite: Completion of the lower division writing requirement. An introduction for the non-art major to the relationships between art and mass culture. Illustrated lectures explore the development, techniques, and ideas underlying the contemporary visual environment, including the media arts of photography and advertising, as well as painting, sculpture and architecture. Art majors may take this course for university elective credit. (Available for General Education, Arts & Humanities).

This is a class in which we survey the history of Western art to chronicle the development of our mass media society. We will examine art monuments generally studied in art history classes (that is, paintings, sculptures, etc.), as well as photography, film, and video. The purpose of this class is to help you develop what is often called "visual literacy." This means the ability to "read" the images that surround you in our information society.

After taking this class, you will have a much greater appreciation for the importance of art to Western culture. You will also have the skills to become critically aware of the visual messages you receive every time you turn on your television, or drive down the freeway, or page through a magazine.

Student Learning Objectives:

• Basic Skills: You will receive knowledge, theories, and concepts about art history; acquire the ability to develop a paper topic in the field of art history.

• Art Knowledge: Broaden your knowledge of historical and contemporary art and your understanding of cultural and historical contexts of art.

• Critical Thinking: Analyze, interpret, and question traditional methodologies and preconceived notions of art and art making.

GENERAL EDUCATION STUDENT LEARNING OUTCOMES FOR ARTS & HUMANITIES:

Goal: Students will understand the rich history and diversity of human knowledge, discourse, and achievements of their own and other cultures as they are expressed in the arts, literatures, religions, and philosophy.
Students will:
1. Explain and reflect critically upon the human search for meaning, values, discourse, and expression in one or more eras/stylistic periods or cultures.
2. Analyze, interpret, and reflect critically upon ideas of value, meaning, discourse and expression from a variety of perspectives from the arts and/or humanities.
3. Produce work/works of art that communicate to a diverse audience through a demonstrated understanding and fluency of expressive forms.
4. Demonstrate ability to engage and reflect upon their intellectual and creative development within the arts and humanities.
5. Use appropriate critical vocabulary to describe and analyze works of artistic expression, literature, philosophy, or religion and a comprehension of the historical context within which a body of work was created or tradition emerged.
6. Describe and explain the historical and/or cultural context within which a body of work was created or a tradition emerged. Students will experience and value visual thinking and creative problem solving in art, as well as recognize the concurrent importance of perception, experimentation, innovation and critical thinking. Understand the history and traditions of art with their relevance to social and community concerns as well as the art of different cultures. Utilize and interact with the services, facilities and technologies offered throughout the University as well as those provided by the Art Department.

This class is WI, or Writing Intensive (GE Designation WI)
Goal: Students will develop their abilities to express themselves and the knowledge they have obtained through practicing various forms of writing within different disciplinary contexts. Writing intensive courses will build upon the skills gained in the Analytical Reading and Expository Writing section of Basic Skills. In each WI course students will be required to complete writing assignments totaling a minimum of 2500 words (10 pages).

Student Learning Outcomes
Students will:
1. Develop and clearly define their ideas through writing;
2. Ethically integrate sources of various kinds into their writing;
3. Compose texts through drafting, revising, and completing a finished product;
4. Express themselves through their writing by posing questions, making original claims, and coherently structuring complex ideas;
5. Revise their writing for greater cogency and clarity;
6. Utilize adopted communication modes and documentation styles of specific disciplines (MLA, APA, Chicago, CBE, etc) where appropriate.
COURSE GRADES
I use the total points method. This means that I assign points to each assignment toward a total of possible points in the class.

CLASS GRADING

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>13 quizzes</td>
<td>130 points (10 points each quiz)</td>
</tr>
<tr>
<td>Analysis Paper</td>
<td>100 points</td>
</tr>
<tr>
<td>Forums (extra credit)</td>
<td>15 points</td>
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<tr>
<td>Participation</td>
<td>50 points</td>
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<tr>
<td>Final Quiz</td>
<td>50 points</td>
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<tr>
<td><strong>TOTAL =</strong></td>
<td><strong>345 total points possible</strong></td>
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Grading will be done on a plus (+) and minus (-) basis as follows:
- A 345 - 320
- A- 319 - 294
- B+ 293 - 268
- B 267 - 242
- B- 241 - 216
- C+ 215- 190
- C 189 - 164
- C- 163 - 138
- D+ 137 - 112
- D 111 - 86
- D- 85 - 60
- F below 60

Please note: Extra Credit 15 Points possible (1 point per week)
Each week I will post a topic of discussion. If you like, you can comment and receive 1 point possible per week. Total points of extra credit for these forums are 15. This is EXTRA CREDIT, so if you are not doing well in the class, these 15 points can help raise your grade. I will add these points in at the end of the semester. These comments must be at least 5 sentences long and fairly articulate. NOT: This is really cool!” PLEASE NOTE: weekly forum discussions are DUE THE WEEK THEY ARE POSTED. NOT AFTER.

CLASS REQUIREMENTS: Students must read the entire Art & Mass Media text and review all of the related online lectures, take a quiz on each chapter, take the midterm exam and the final exam in class.

Analysis Paper: You will be asked to write an analysis (5-7 pages) of two artworks that will appear on Moodle. You will be asked to analyze these artworks in terms of their formal elements, including line, color, space, and form. Prompt for this assignment will be available on Moodle. Worth 100 points

Thirteen Online Quizzes (13 quizzes worth 10 points each, 130 points possible) covering the online textbook chapters and related online lectures. The deadlines for the quizzes are on Moodle, not on this syllabus. NO ONE will be allowed to take any quiz a second time, so since you have a week to take each quiz, manage your time wisely.
Please note: I WILL NOT ACCEPT LATE QUIZZES. IF YOUR COMPUTER LOSES CONNECTION WHILE TAKING THE QUIZ, THAT IS YOUR CONCERN. PLEASE PLAN AHEAD AND MAKE SURE YOU ARE ON A SECURE NETWORK. These quizzes are time sensitive and you will be allowed ½ hour for each. Please DO NOT wait until the last minute to take these as Moodle is sometimes fussy. Give yourself at least an hour ahead.

**ACADEMIC INTEGRITY:** CSUN expects its students and employees to conduct themselves in an honest and professional manner at all times. If a student is caught cheating or plagiarizing in any form, that student will receive a failing grade for the course and be reported to the university for appropriate disciplinary action. (See pages 524-525 of the current University Catalog.)

**Academic Integrity and Plagiarism**  
See the Student Conduct Code for further information, at [http://www.csun.edu/anr/soc/studentconduct.html#standards](http://www.csun.edu/anr/soc/studentconduct.html#standards) If you aren’t sure what plagiarism means, consult one of the many online resources that can help you understand it better, such as:  
[http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml](http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml), where they write: “Plagiarism is using others’ ideas and words without clearly acknowledging the source of that information.”  
Also consult: [http://owl.english.purdue.edu/owl/resource/589/01/](http://owl.english.purdue.edu/owl/resource/589/01/).

**TEXT:** Brown & Pelfrey, *Art & Mass Media*, an e-book available online at Moodle or under Professor Betty A. Brown’s name on the CSUN Art Department website. Most students download the book chapter by chapter onto their computer desktops and read it that way. You can also print it out, but be aware that it is about 500 pages long.

**Required Text:**  
Each week readings will be due from *Art & Mass Media by Betty Ann Brown, Ph.D.* Chapters are available online on your Art History 305 MOODLE webpage.  
**MOODLE ACCESS:** You will find all of the information for this course by logging on to [http://moodle.csun.edu](http://moodle.csun.edu). It will be your responsibility to access this information as needed. This is where you will find the syllabus, articles, and writing assignments. A list of student support services can also be found there.  
**Adobe Reader 8.0 is required** to read these documents; all of the campus computers have this program.  
You will be receiving various messages from me via Moodle and they will also be sent to your CSUN email address, so check your email and Moodle page frequently. It is recommended that you use one of the following browsers (not “Safari”) when using Moodle:  
• Internet Explorer 5.5 or higher  
• Firefox  
• Netscape v7 or later  
For technology problems, please contact the help desk@ 818-677-1400.
ENGLISH AS A SECOND LANGUAGE:
All assignments for this course must be in good, standard English and free of grammatical issues. If English is not your first language, I would suggest that you make an appointment at the Writing Center in the Oviatt Library, third floor, East Wing (677-2033) for assistance. I also recommend having someone who has good command of the English language proofread your paper before you submit it.

STUDENT CONDUCT: Students are expected to show common courtesy to the instructor and other students at all times. Rude and offensive behavior will not be tolerated. Any personal matters should be addressed during the professor’s office hours.

CLASS SCHEDULE
Please Note: Please visit Moodle as the class schedule is posted there. Weekly reading assignments, quizzes and papers are specified there. It is your responsibility to stay current with assignments and due dates as well as any modifications. Watch the news feed (the upper right-hand column) on Moodle and your CSUN email for updates.

Additional Reading (NOT required but for your own enjoyment!)


**MANY OF THE ABOVE ARTICLES APPEAR IN THREE EXCELLENT COLLECTED VOLUMES OF WORKS (BELOW), SEE AMAZON.COM FOR THE TABLES OF CONTENTS:**

