The College of Arts, Media, and Communication is inspired by the shared belief that art is communication, that communication is an art, and that art and communication are essential pillars for building and maintaining community.

Catalog Description: Introduction for the non-art major to the art, design and architecture of our time. Illustrated lectures explore the development, techniques and ideas underlying the contemporary visual environment. (Available for General Education, Arts and Humanities.)

Further Information: This class is a history/appreciation of Western art from the Greek period to the Twentieth Century which emphasizes the historical and continuing interaction between fine art and the mass media. We will approach this subject from a cultural and mythological point of view.

The required textbook is Art and Mass Media, by Dr. Betty Ann Brown. (Online, 2005).

Quizzes
There will be 14 quizzes covering the textbook chapters & related online lectures, each worth 10 points. The deadlines for the quizzes are on Moodle as well as on this syllabus. If you miss a quiz or do badly on one, you will have the opportunity to take one make-up quiz at the end of the semester.

Forum Discussions
There will be eight forum chats throughout the semester. I will post a topic for you to respond to. These forum discussions are worth up to 10 points. Points are based on originality, relevance to the text/lecture and interaction with other student comments as well as your writing skills. Please refer to the Writing Intensive SLOs on page 2 for what is expected of your writing. You will have the week to comment as many times as you like but you must make your first post by Thursday night.

Exams
There will be two online exams. Each is worth 30 points. Please note that the questions for these exams are NOT taken from the chapter quizzes!

NO make-up exams will be given.
Final Essay

There is a final essay due at the end of the semester and is worth 20 points. I will expect you to draw material from the entire semester to write this. The topic will be posted three weeks before it is due. See separate posting for Essays to understand the format and what is expected.

Extra Credit Essay

There will be one extra credit essay. Topic to be posted the 9th week of class. It involves going to an art museum IN PERSON and writing a compare/contrast essay. See separate posting for Essays to understand the format and what is expected.

Grading Essays

In order to receive all the points on any of the essays, you will need to follow the directions very carefully, being sure to address all of the questions raised. You will need to use good grammar and spelling. You will need to organize your thoughts in a clear and coherent manner. Further, you will need to have content that is interesting and insightful. See Grading Essays posting on Moodle for further detail.

Attendance and Participation

Attendance is determined by the quizzes, exams, forum discussions and essays. Meeting deadlines is crucial to being determined in attendance. Late work is acceptable ONLY by Professor consent and with prior email notice to the Professor at least two days in advanced of the due date.

Support Services for Students

Center for Disabilities http://www.csun.edu/cod/
Library http://library.csun.edu/
Counseling http://www.csun.edu/counseling
Advising http://www.csun.edu/mike-curb-arts-media-communication/art/art-advisement
Career Center http://www.csun.edu/career

Student Learning Outcomes Continued

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.

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.

Information Competence (GE Designation IC)

Goal: Students will progressively develop information competence skills throughout their undergraduate career by developing a basic understanding of information retrieval tools and practices as well as improving their ability to evaluate and synthesize information ethically.

Student Learning Outcomes

Students will:
1. Determine the nature and extent of information needed;
2. Demonstrate effective search strategies for finding information using a variety of sources and methods;
3. Locate, retrieve, and evaluate a variety of relevant information including print and electronic formats.
4. Organize and synthesize information in order to communicate effectively;
5. Explain the legal and ethical dimensions of the use of information.
Semester Points Possible:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>140</td>
</tr>
<tr>
<td>Exams</td>
<td>60</td>
</tr>
<tr>
<td>Forum Discussions</td>
<td>80</td>
</tr>
<tr>
<td>Final Essay</td>
<td>20</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
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Grades will be based on the quizzes, forum discussions, midterm exam, final exam and the final essay. Quizzes and forum discussions are worth up to 10 points each (140 points total for the quizzes and 80 points total for the forum discussion. Exams are 50 points each and the final essay is worth 20 points, for a total of 300 possible points. **I recommend that you check in regularly with the Grades link in Moodle.**

I do give - and + within the ranges below:

**A = 90-100%**
Outstanding creativity, technically proficient.
Excellent attendance.
Active participation. Development of work beyond minimum requirements.
All projects and exercises.

**B = 80-89%**
Creative thoughts and effort, technically proficient.
All projects and exercises.

**C = 70-79%**
Attendance and most projects and exercises.
Proficient work quality.

**D = 65-69%**
Missing projects and exercises. Below average response to assignments.

**F = 0-64%**
Incomplete course work, major projects missing.
Outline:

Weekly Chapters to read and Lectures to view
Chapter Lectures and Readings will be posted on Moodle each Sunday.

January 20 — Martin Luther King, Jr. Holiday; Campus Closed
March 31 — César Chavez Day Holiday; Campus Closed
April 7-12 — Spring Recess

It is your responsibility to stay current with assignments and due dates as well as any modifications.
Do not use Safari to take quizzes and exams. Use Firefox.

<table>
<thead>
<tr>
<th>Week of</th>
<th>Readings from Art and Mass Media, Betty Ann Brown</th>
<th>Quiz</th>
<th>Essays/Forums</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 21 - January 25</td>
<td>Preface</td>
<td>Quiz due Saturday by 10:00 pm</td>
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<tr>
<td>January 26 - February 1</td>
<td>Chapter One - Why Visual Literacy?</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
</tr>
<tr>
<td>February 2 - February 8</td>
<td>Chapter Two - Roots of Western Culture</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
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<tr>
<td>February 9 - February 15</td>
<td>Chapter Three - The Renaissance</td>
<td>Quiz due Saturday by 10:00 pm</td>
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<tr>
<td>February 16 - February 22</td>
<td>Chapter Four - Baroque</td>
<td>Quiz due Saturday by 10:00 pm</td>
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<tr>
<td>February 23 - March 1</td>
<td>Chapter Five - Photography</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
</tr>
<tr>
<td>March 2 - March 8</td>
<td>Chapter Six - 19th Century Avant-Garde</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
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<tr>
<td>March 9 - March 15</td>
<td>Midterm</td>
<td>Due Saturday by 10:00 pm</td>
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<tr>
<td>March 16 - March 22</td>
<td>Chapter Seven - Film</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
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<tr>
<td>March 23 - March 29</td>
<td>Chapter Eight - Early 20th Century Avant-Garde</td>
<td>Quiz due Saturday by 10:00 pm</td>
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<tr>
<td>March 30 - April 5</td>
<td>Chapter Nine - Advertising</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
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<tr>
<td>April 6 - April 12</td>
<td>Spring Recess</td>
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<td>April 13 - April 19</td>
<td>Chapter Ten - Television</td>
<td>Quizzes and Extra Credit Essay due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
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<td>Chapter Eleven - Television Commercials</td>
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<td>April 20 - April 26</td>
<td>Chapter Twelve - Late 20th Century Avant-Garde</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Final Essay Posted</td>
</tr>
<tr>
<td>April 27 - May 3</td>
<td>Chapter Thirteen - Computer</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Final Exam Review Posted</td>
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<tr>
<td>May 9</td>
<td></td>
<td></td>
<td>Final Review removed</td>
</tr>
<tr>
<td>May 17</td>
<td>Final Exam</td>
<td>Exam Due by 10:00 pm</td>
<td>Final Posted</td>
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PROFESSIONAL ATTITUDE AND PRACTICE

You have made a conscious, informed choice to be a member of this class. This means that you have read the syllabus, and understand the workload required. Be aware that on average, you should spend between 2-3 hours on your own (reading, studying, making notes, working on assignments, etc.) for every hour that you are in class, dependent on the particular week. Some weeks will be heavier than others.

Enrollment in this course constitutes an agreement with me that we will both be engaged in all criteria and requirements as stated in this syllabus and in class, including class environment and communications with each other. Developing a professional attitude and practices for future professional environments is important; part of that development is respect for yourself and your personal learning, as well as respect for the instruction and learning of other students in the classes in which you agree to be a member. Ideally, a classroom is a community where members meet and participate for their own and others' benefit. The more you put into it, the more you will get out of it, and the more investment you will have in what happens in the classroom.

The following is a detailed description of the standards for professional practice as a student, future or current self-employed professional, and/or employee for any company:

- Coming to class prepared.
- Maintaining a cheerful, professional, constructive attitude.
- Substantively and positively contributing to group and class dynamics.
- Participating enthusiastically in whole class activities, small group activities, and collegial presentations.
- Offers relevant, insightful, and constructive comments during class, but does not dominate discussions.

PLAGIARISM

Plagiarized work will not be accepted nor will revisions be allowed, and the matter referred to the Office of Academic Affairs. This includes visual material as well as written! CSUN Policy is summarized below.

CSUN POLICY ON PLAGIARISM - The following material is quoted from the University Catalog:

Source: California State University, Northridge "Appendix C, Policies on Nondiscrimination and student conduct" in University Catalog <http://www.collegesource.org/displayinfo/catalink.asp>(accessed 16 October, 2001)

From page 544 “41301. EXPULSION, SUSPENSION AND PROBATION OF STUDENTS. Following procedures consonant with due process established pursuant to Section 41304, any student of a campus may be expelled, suspended, placed on probation or given a lesser sanction for one or more of the following causes which must be campus related. Taken together those causes constitute the STUDENT CONDUCT CODE. (a) Cheating or plagiarism in connection with an academic program at a campus…”

From page 553-554 “ACADEMIC DISHONESTY The maintenance of academic integrity and quality education is the responsibility of each student within this university and the California State University System. Cheating or plagiarism in connection with an academic program at a campus is listed in Section 41301, Title 5, California Code of Regulations, as an offense for which a student may be expelled, suspended, or given a less severe disciplinary sanction. Academic dishonesty is an especially serious offense and diminishes the quality of scholarship and defrauds those who depend upon the integrity of the campus programs. Such dishonesty includes:  A. CHEATING (see catalog for details)  B. FABRICATION (see catalog for details)  C. FACILITATING ACADEMIC DISHONESTY (see catalog for details)  D. PLAGIARISM Intentionally or knowingly representing the words, ideas, or work of another as one's own in any academic exercise.

Comments: 1. Direct Quotation: Every direct quotation must be identified by quotation marks, or by appropriate indentation or by other means of identification, and must be promptly cited in a footnote. Proper footnote style for any academic department is outlined by the MLA Style Sheet or K. L. Turabian's A Manual for Writers of Term Papers, Theses and Dissertations. These and similar publications are available in the Matador Bookstore and at the reference desk of the Oviatt Library.  2. Paraphrase: Prompt acknowledgment is required when material from another source is paraphrased or summarized in whole or in part in your own words. To acknowledge a paraphrase properly, one might state: “to paraphrase Locke's comment …” and conclude with a footnote identifying the exact reference. A footnote acknowledging only a directly quoted statement does not suffice to notify the reader of any preceding or succeeding paraphrased material.  3. Borrowed Facts or Information: Information obtained in one's reading or research which is not common knowledge among students in the course must be acknowledged. Examples of common knowledge might include the names of leaders of prominent nations, basic scientific laws, etc. Materials which contribute only to one's general understanding of the subject may be acknowledged in the bibliography and need not be immediately footnoted. One footnote is usually sufficient to acknowledge indebtedness when a number of connected sentences in the paper draw their special information from one source. When direct quotations are used, however, quotation marks must be inserted and prompt acknowledgment is required.”