Please note that Moodle and Safari do not play well together. Problems may occur when taking quizzes and exams. Use Firefox.

CSUN

305OL Art and Mass Media
Fall 2014

Ruth Ann Anderson/e-mail: ruth.anderson@csun.edu
Office hours: Online M-F, 1:00-10:00 pm

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).

Attendance and Participation

Attendance is determined by the quizzes, exam, forum discussions and essay. 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.

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.

Exams

There will be two online exams worth 30 points. Please note that the questions for this exam are NOT taken from the chapter quizzes!

NO make-up exams will be given.

Student Learning Outcomes

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.

Art Department Goals

Art Knowledge: Students will broaden their knowledge of ancient and contemporary art in order to develop an understanding of art within theoretical, cultural, and historical contexts.

Critical Thinking: Analyzing, interpreting, and questioning traditional methodologies and pre-conceived notions of art and art making.

Global Perspectives: an investigation and appreciation of diverse perspectives dealing with art, culture, teaching and learning.

305 Goals

1. Acquire knowledge about the ways in which visual arts express and produce cultural values and practices.
2. Acquire knowledge about the geographic and historical structure of a broad range of world art traditions.
3. Utilize and apply critical thinking skills.
4. Analyze and write about how meaning is created through both form and content in a work of art.
5. Apply information technologies to problem solving.

Arts and Humanities Goals

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 works/works of art that communicate to a diverse audience through a demonstrated understanding and fluency of 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 a tradition emerged;
6. Describe and explain the historical and/or cultural context within which a body of work was created or a tradition emerged.
Forum Discussions

Forum posts are part of your Writing Intensive Student Learning Outcome writing assignments and will be graded for proper grammar, citations, spelling and well developed concepts. Take time to review the Writing Intensive Goals to the right as well as the notes on Academic Dishonesty and Plagiarism on page 3.

These forum discussions are worth up to 10 points each and are over 1/3 of your grade. Points are based on originality, relevance to the text/lecture and interaction with other student comments as well as your writing skills. You can earn up to 7 points for your initial post. The remaining points can be earned through thoughtful responses and interactions with classmates.

There will be eight forum discussions throughout the semester. I will post a topic to which you can respond. You will have the week to comment as many times as you like but you must make your first post by Thursday night.

Your initial post needs to be a minimum of 200 words. Responses to classmates must be at least 50 words total.

Final Essay

There is a final essay due at the end of the semester. It is worth 30 points. I will expect you to draw material from the entire semester to write this. The topic will be posted one week 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 10th 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.

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.
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 deprives 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.”

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 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.
Outline:

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

August 30 - September 1 — Labor day Holiday; Campus Closed  
November 11 Tuesday — Veterans’ Day Holiday; Campus Closed  
November 27 - 28 Thursday and Friday - Thanksgiving Recess; Campus Closed

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>August 25 - August 30</td>
<td>Preface</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td></td>
</tr>
<tr>
<td>August 31 - September 6</td>
<td>Chapter One - Why Visual Literacy?</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
</tr>
<tr>
<td>September 7 - September 13</td>
<td>Chapter Two - Roots of Western Culture</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
</tr>
<tr>
<td>September 14 - September 20</td>
<td>Chapter Three - The Renaissance</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td></td>
</tr>
<tr>
<td>September 21 - September 27</td>
<td>Chapter Four - Baroque</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
</tr>
<tr>
<td>September 28 - October 4</td>
<td>Chapter Five - Photography</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Midterm Review Posted</td>
</tr>
<tr>
<td>October 5 - October 11</td>
<td>Chapter Six - 19th Century Avant-Garde</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
</tr>
<tr>
<td>October 12 - October 18</td>
<td>Midterm</td>
<td>Due Saturday by 10:00 pm</td>
<td></td>
</tr>
<tr>
<td>October 19 - October 25</td>
<td>Chapter Seven - Film</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
</tr>
<tr>
<td>October 26 - November 1</td>
<td>Chapter Eight - Early 20th Century Avant-Garde</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Extra Credit Posted</td>
</tr>
<tr>
<td>November 2 - November 8</td>
<td>Chapter Nine - Advertising</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
</tr>
<tr>
<td>November 9 - November 15</td>
<td>Chapter Ten - Television</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
</tr>
<tr>
<td>November 16 - November 22</td>
<td>Chapter Eleven - Television Commercials</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
</tr>
<tr>
<td>November 27 - November 28</td>
<td>Chapter Twelve - Late 20th Century Avant-Garde</td>
<td>Quiz and Extra Credit Essay due Saturday by 10:00 pm</td>
<td>Final Essay Posted</td>
</tr>
<tr>
<td>November 30 - December 6</td>
<td>Chapter Thirteen - Computer</td>
<td>Quiz due Saturday by 10:00 pm</td>
<td>Forum Discussion</td>
</tr>
<tr>
<td>December 9</td>
<td>Final Essay Due by 10:00 pm</td>
<td>Final Essay Due by 10:00 pm</td>
<td>Final Review removed</td>
</tr>
<tr>
<td>December 16</td>
<td>Final Exam</td>
<td>Exam Due by 10:00 pm</td>
<td>Final Posted</td>
</tr>
</tbody>
</table>
**Semester Points Possible:**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>140</td>
</tr>
<tr>
<td>Forum Discussions</td>
<td>80</td>
</tr>
<tr>
<td>Exams</td>
<td>60</td>
</tr>
<tr>
<td>Final Essay</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
</tr>
</tbody>
</table>

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). The exams are worth 30 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.

**Art is the Queen of all sciences communicating knowledge to all the generations of the world.**

—Leonardo da Vinci