

UNIVERSITY CORE CURRICULUM

SECTION II. DISCIPLINARY STUDIES - FINE ARTS

1. COURSE NUMBER: **AD 101**

SEMESTER HOURS: **3**

COURSE TITLE: **Introduction to Visual Culture**

Formerly: Introduction to Art, Design, and Visual Culture (Start Date: Summer 2001)

Formerly: Introduction to Art (Start Date: Fall 1996)

Retroactive: To Fall 1996

2. COURSE FORMAT: Large lecture taught by faculty; discussion sections taught by teaching assistants. Average size of discussion section: 25.
3. STUDENT LEARNING OBJECTIVES: Students will be able to: (a) learn some of the functions and techniques of art, design, and visual culture; (b) view and think about visual culture analytically and critically; (c) develop vocabulary necessary to present this analysis and criticism; and (d) regard contemporary visual culture from a historical and cross-cultural perspective; (e) develop presentation skills (written, visual, oral).
4. DETAILED COURSE DESCRIPTION: This course aims to equip students with a critical awareness of contemporary visual culture—from art to advertising, from the built environment to cyberspace. Students will be encouraged to interrogate all varieties of visual forms and to consider the different viewing contexts, historical antecedents, and cultural differences that condition their experience of the visual world. Weekly section meetings with a graduate assistant will provide an opportunity to discuss concepts presented in lectures and readings and to carry out assignments in the form of written reports and creative art and design projects.
5. REQUIRED READING: *Introduction to Visual Culture: A Curriculum Developed for AD 101*, Thomson Custom Publishing, 2005.
6. COURSE REQUIREMENTS AND GRADING:
 - Four exams @ 140 pts each (56%)
 - Discussion section (24%)
 - Writing assignments (20%)
7. ADVANCED UCC COURSE(S): None