Instructor: Patrick Cone, BFA, MS. (435) 640-0458 (call or text) patcone@allwest.net

Required Text: Sturken and Cartwright: Practices of Looking: An Introduction to Visual Culture

Class Description
Students in this course will be introduced to the historical, physiological, perceptual, and cognitive issues relating to visual communication. Lectures, discussions and analyses will concentrate upon image construction, representation, ethical dimensions of visual image-making and the critical analysis of contemporary visual images across all media. The lecture is 3 hours long, with a half hour break, but traditionally it’s less than that with no breaks. All exam material is taken from the lectures, presentations, discussions, and readings.

Readings
The required readings are from several texts (print and web-based), and are listed below in the Class Schedule, including the required class text by Sturken. Reserve texts are on two-hour reserve and may be photocopied, but all readings from Barry, Denton and Kurston are also available as PDFs on CANVAS. Students must read the materials before coming to class.

You will write 200 word reading responses to every reading, and there will be five unannounced quizzes at the beginning of class, with discussion afterwards. Class discussion and involvement does count towards your final grade. There are no makeups for quizzes.

Exams
There will be three exams during the semester, which are designed to examine how closely students have read the assigned material, attended class lectures, and subsequent discussions. No study guide will be provided; there is no substitute for reading the materials and attending class.

If you score 90 or above on Exams #1 and #2 you may skip the final. The lowest score of the 3 exams will be dropped. Exams are scheduled on September 13, October 25, and December 13

Lectures
Lecture PDFs are outlines of the class lectures, and will be posted on Canvas within 24 hours of their presentation, but not before.

Scrapbooks
Each student will assemble a physical scrapbook of examples of visual communication. Internet images are not allowed, but personal pictures are. Images may come from printed material (such as magazines) and there will be a sample scrapbook available for review.

The scrapbooks will be graded on how well they fulfill the assignment requirements, as well as style, grammar, general quality and writing. Descriptions of 50 words per image should include the concepts and vocabulary from the course materials. Please label assignments. There will be a scrapbook check for the first 4 assignments, as well as final submission.

Scrapbook Assignment #1 (5 Images)
Assemble five images showing figure-ground relationships. Look for applications of figure-ground relationships in print media, and make sure to note the presence of multiple instances of figure-ground relationships. Only two of the five images may be "reversible" images such as Rubin’s vase. Write a short paragraph of no more than 50 words on each of the five images describing why these are figure-ground relationships.

Scrapbook Assignment #2 (3 Images)
Assemble examples of each of the following types of images:
1) A monochromatic image;
2) An image that uses colors with warm/cold contrast
3) An image that employs a unique cultural meaning of a color.
Write a short paragraph of 50 words on each image, and why they comply.
Scrapbook Assignment #3 (5 Images)
Assemble five images that demonstrate each of the following design principles: contrast, harmony, proportion, balance, movement.
Write a paragraph of 50 words on each.

Scrapbook Assignment #4 (6 Images)
Assemble three images showing effective visual/verbal integration, and another three showing ineffective integration.
Write short paragraphs of 50 words each analyzing how each example succeeds or fails.

OCTOBER 18 ASSIGNMENTS #1-#4 HALFWAY CHECK (75 points)

Scrapbook Assignment #5 (2 images)
Assemble two images showing the condensation of signs; i.e. how signs in proximity interact to create a new sign. (Keep in mind that verbal text can be a sign.) Write short paragraphs of 50 words each explaining the new meanings arising from the condensation in the two examples.

Scrapbook Assignment #6 (2 images)
Assemble two images that show the appropriation of a visual artifact from one culture by another culture. Write a short paragraph of 50 words on each pinpointing the visual artifact that has been appropriated and the new meaning it has in the different cultural environment.

Scrapbook Assignment #7 (1 image, 3 versions)
Select a horizontally oriented photograph. Then, crop it two different ways, according to the requirements below. Indicate your crop by drawing the required frame on top of the photocopy. Each of your crops should create a good composition and retain the important narrative content. The assignment, then, requires three images: the original and the two different crops. Label each of your crops (2:3, 16:9) and write their dimensions next to the images. (Those dimensions should reflect a 2:3 ratio and a 16:9 ratio.)
- Crop the original with a 2:3 vertical frame.
- Crop the original with a 16:9 horizontal frame.

Scrapbook Assignment #8 (3 images)
Assemble three examples of visual stereotyping:
1-an example of ethnic stereotyping.
2-an example of gender stereotyping
3-an example of any type of visual stereotyping.
Write a short paragraph of no more than 50 words on each explaining how the image is a stereotype.

DECEMBER 6 ASSIGNMENTS #5-#8 FINAL CHECK DUE (75 points)

Term Project

Term Project #1 Critically analyze a visual media artifact (a photograph, magazine spread, advertisement, image from film or video, a web page, etc.) Use Barrett's method (discussed in the unit "Techniques of critical analysis"). Write a short essay of 1000 words.

or:

Term Project #2 By the end of week four, propose and have accepted any other project that you feel would encompass this subject matter in a way that benefits you. Then, write a short essay of 1000 words describing the project, its visual relevance, and analysis.

SEPTEMBER 13 - Choose a term project from one of two alternatives, and provide image.
DECEMBER 13 - Term project is due at midnight the last day of class.
## CLASS SCHEDULE

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<td>August 23</td>
<td>Introduction to the class</td>
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<td>Class 01</td>
<td>Defining visual communication</td>
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<td>August 30</td>
<td>Perception</td>
<td><a href="http://www.lensshopper.com">www.lensshopper.com</a></td>
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<td>Class 02</td>
<td>Gestalt psychology</td>
<td>/eye-anatomy.asp</td>
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<td>Cognition</td>
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<td>Class 03</td>
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<td><a href="http://www.worqx.com">www.worqx.com</a></td>
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<td>September 13</td>
<td>Exam #1</td>
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<td>Term Project</td>
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<td>Class 04</td>
<td>No Lecture</td>
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<td>Image: #1 or #2Post: Canvas, or email image.</td>
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<td><strong>Part 2: Ways of Looking</strong></td>
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<td>September 20</td>
<td>Contexts of perception: aesthetics</td>
<td>Denton 4</td>
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<td>Class 05</td>
<td>formal design principles</td>
<td>NGS End of Blindness</td>
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<td>Contexts: visual/verbal interface</td>
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<td>Basic representation theory</td>
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<td>October 4</td>
<td>Contexts: semiotics</td>
<td>Barry 3</td>
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<td>Class 07</td>
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<td>October 11</td>
<td>FALL BREAK NO CLASS</td>
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<td>October 18</td>
<td>Contexts: technology and history</td>
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<td>SCRAPBOOK 1/2 Check</td>
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<td>October 25</td>
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<td><strong>Part 3: Analyzing Representations</strong></td>
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<td>November 1</td>
<td>Techniques of critical analysis. Genres: information and narration.</td>
<td>Sturken 6</td>
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<td>Class 10</td>
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Grading

Final grades will be determined on a total point basis according to the following formula. There will be some curves applied on the exams, depending on the high score:

- 100-93% = A
- 92-90% = A-
- 91-89% = B+
- 89-87% = B
- 87-83% = B-
- 82-80% = C+
- 79-78% = C
- 77-73% = C-
- 72-70% = D+
- 69-68% = D
- 62-60% = D-
- >59% = E

Points will be awarded as follows: 60 points total

- Exams: 200 points (Three @ 100 points each, one dropped)
- Scrapbook: 150 points (Two submissions @ 75 points each)
- Term project: 100 points
- Pop quizzes: 50 points - 10 points each
- Reading responses: 100 points – 10 points each

Exams: The lowest score of the three exams will be dropped; only the two highest scores from the tests will be included in your final point total. If you have scored a 90 or above on Exams #1 and #2, you may opt not to take the final. Exams will be given only during regular class time on the dates indicated on the syllabus. Makeup exams will not be given. If you can't make an exam, make sure you talk to me before that class.

Rules of Conduct: Criticism should be constructive and show respect for others. Pay attention, I know who is listening and who isn't. I know who has read the readings, and who has not. I know who attends lectures, and who doesn’t. The presentations are merely outlines for the lectures.

Electronics: While many students use their computers to take notes, all lectures are posted online. If you feel the need to surf the internet, text on your phone, then you will be asked to leave the lecture hall to do that. I know who is paying attention.
**Academic Misconduct:** Plagiarism, academic dishonesty or cheating of any sort will result in at least an E for the course and possibly additional disciplinary action, according to the Code of Student Rights and Responsibilities. It’s not worth it.

**Accommodation** No accommodation will be made, either for content of imagery that is presented by the instructor, or other students and it is assumed that all students are adults. Discussions are free-ranging. If you would like to present imagery of any sensitive nature, please inform and show this work to your instructor first. If you have personal issues with viewing artistic content please contact your instructor before the start of the course.

**ADA**

The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in the class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Olpin Union Building, 581-5020 (V/TDD). CDS will work with you and the instructor to make arrangements for accommodations. All written information in this course can be made available in alternative format with prior notification to the Center for Disability Services.

**Attendance**

Students enrolled in a class but not attending the first two classes may be required to withdraw from the class. **You are not automatically dropped from your classes if you do not attend.** You must officially drop your class to avoid a "W" on your record. The last day to drop classes without permission is **September 2.** If you are thinking of dropping the class, please do so before that date so someone else can take your place.

You are responsible for satisfying the entire range of academic objectives, requirements and prerequisites as defined by the instructor. If you are absent from class to participate in officially sanctioned University activities (e.g. band, debate, student government, intercollegiate athletics), religious obligations, or with instructor’s approval, you will be permitted to make up both assignments and examinations.

Roll is not taken, but I know who is attending class.

**Incompletes**

Incompletes may be granted for unforeseen circumstances that were beyond the student’s control, providing the student is maintaining a C average, has completed at least 80% of the course material and notifies the instructor as soon as the circumstance develops.