

# The Art Institute of California

## Course Syllabus

**Course number:** HU130, section B  
**Course Title:** Visual Language and Culture

**Class Meetings:** Monday 1-5, 1145 Market, 904  
**Session/Year:** Fall 2006  
**Instructor Name:** Nina Bellisio  
**Email Address:** nina@bellisio.com  
**Website:** <http://www.classes.ninabellisio.com>  
**Instructor Availability Outside of Class:** Wednesday, 12-1 (402)

### Visual Language and Culture

#### **Course Description:**

The media revolution communicates through images as much if not more than through words. Strategies of interpretation and theories of visual logic are introduced.

**Course Length:** 4 hours      11 Weeks  
**Contact Hours:** 44      **Lecture:** 4 hours per week  
**Credit Value:** 4 Credits

#### **Course Competencies:**

Upon successful completion of this course, the student should be able to:

- Discuss theories of visual logic.
- Gain a greater ability to translate concepts into images.
- Demonstrate writing skills.
- Explore contemporary society in relation to media culture
- Describe major historical trends in visual art.
- Examine the social and economic function of the visual.
- Translate concepts into images.
- Relate psychological formulations to visual cultural imagery and icons.
- Apply concepts to analyze the effectiveness of visual work with respect to its intended goals and audience.
- Understand and sensitively apply cross-cultural communication skills.

**Course Prerequisites:** HU110 College English

**Text(s):** The Private Life of a Masterpiece Monica Bohm-Duchen, Publisher: University of California Press, Berkeley. 1st Edition (2002) ISBN: 0-520-23378-6.

**Materials and Supplies:** Paper, pen, dictionary, binder or folder

**Method of Instruction:** Lecture, discussion, workshop

**Estimated Homework Hours:** 4 hours/week

**Technology Needed:** Access to word processing software and printer

**Grading Scale:**

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

**Process for Evaluation:**

homework worksheets (18%)	10 points each= 60 points
essay 1 points (9%)	20 points (essay) + 10 points (worksheet)= 30
essay 2 points (9%)	20 points (essay) + 10 points (worksheet)= 30
essay 3 points (15%)	10 points (draft) + 40 points (final)= 50
midterm quiz	= 40 points (12%)
final quiz	= 40 points (12%)
participation	2 points for every <b>hour</b> of class (25%)

**Student Evaluation/Grading Policies:**

- All work must be received by the set deadlines for full credit.
- Late projects will be accepted no more than ONE WEEK past the due date, for reduced credit.
- On-time projects may be redone with instructor approval.
- Plagiarism of text or images, even if unintentional, results in a failure of the assignment.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WK 11.
- Midterm and final quizzes CANNOT be made up and must be completed on the assigned day.
- There are no excused absences in this class.

You are responsible for finding out about and completing any class work missed due to absence. Class handouts and grades can be found at <http://classes.ninabellisio.com>

The trip to the SFMOMA will cost **\$5 with a student ID**. If this class is missed, the museum must still be visited on your own time

### Classroom Policy:

- No food allowed in class or lab at any time. Drinks in recloseable bottles allowed in classroom.
- Attendance is taken hourly. Tardiness or absence is recorded in 15-minute increments.
- Break times are scheduled by the instructor at appropriate intervals.
- No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.

### Disability Policy Statement:

It is our policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Disabilities Services Coordinator Suzanne Raffeld at 415-276-1060 or see her at room 609.

### Weekly Outline:

#### week one

lecture: Classicism- Iktinos and Kallikrates, Parthenon 447-438 BC, Flavian architects under Vespasian, , library research trip

homework: Colosseum, 70-80 AD

reading: The Private Life of a Masterpiece David

#### week two

lecture: Renaissance Sculpture- Hagesandros, Athenodoros and Polydoros of Rhodes *Laocoon and His Sons* 175-150 BC Michelangelo Buonarroto *David* 1501-04, essay artists assigned

homework: **essay 1** with library **worksheet**

reading: The Private Life of a Masterpiece Mona Lisa

#### week three

lecture: Renaissance Painting- Michelangelo Buonarroto *The Last Judgment* 1534-1541 Leonardo da Vinci *Mona Lisa* 1503-05

homework: Caravaggio *The Calling of St. Matthew* 1599-1600

reading: The Private Life of a Masterpiece The Third of May

### week four

lecture: Baroque and Neo-Classicism- Jan Vermeer *The Love Letter* 1667-70 Francisco Jose de Goya *The Third of May, 1808* 1814  
homework: study for midterm

### week five

#### midterm quiz

lecture: Neo-Classicism and Photography as the Bridge to Modernism

### week six

trip to SFMOMA

lecture: review midterm quiz

homework: **essay 2** with SFMOMA **worksheet**

reading: The Private Life of a Masterpiece Olympia

### week seven

lecture: Realism- Gustave Courbet *Burial at Ornans* 1849 Eduard Manet *Olympia* 1863,  
assign essay 3

homework: Claude Monet *Impression, Sunrise* 1872

reading: The Private Life of a Masterpiece Sunflowers

### week eight

lecture: Impressionism- Georges Seurat *Sunday on the Isle of La Grande Jatte* 1884-  
1886 Vincent van Gogh *Sunflowers* 1888

homework: Eduard Munch *The Scream* 1893, **essay 3** outline with intro

reading: The Private Life of a Masterpiece Demoiselle D'Avignon

### week nine

lecture: Expressionism Marcel Duchamp *LHOOQ* 1919 Pablo Picasso *Demoiselle  
D'Avignon* 1907

homework: Frida Kahlo *The Broken Column* 1944

reading: The Private Life of a Masterpiece Autumn Rhythm

### week ten

lecture: Abstraction- Romare Bearden *Return of the Prodigal Son* 1967 Jackson Pollock  
*Autumn Rhythm (#30)* 1950

homework: study for final, essay 3

### week eleven

final quiz

**essay 3 due**

Schedule Subject to change based on class need. Please contact the instructor and other classmates when absent to confirm assignments.