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:

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:

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<td>A</td>
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Process for Evaluation:

- Homework worksheets: 10 points each = 60 points (18%)
- Essay 1: 20 points (essay) + 10 points (worksheet) = 30 points (9%)
- Essay 2: 20 points (essay) + 10 points (worksheet) = 30 points (9%)
- Essay 3: 10 points (draft) + 40 points (final) = 50 points (15%)
- Midterm quiz: 40 points (12%)
- Final quiz: 40 points (12%)
- Participation: 2 points for every hour 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 Buonarroti David 1501-04, essay artists assigned
homework: essay 1 with library worksheet
reading: The Private Life of a Masterpiece Mona Lisa

week three
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.