University of Oregon
Arts and Administration Program
AAD 251: Art and Visual Literacy
Online

Instructor: Sisy Anderson

Office: Cyberspace

Hours: Virtual office contact time occurs via email. Messages will receive a reply within 24 hours of receipt. Please note that all email correspondence must have “AAD 251” or “Arts and Visual Literacy” in the subject listing and be signed with the name you used for registration.

Classroom: http://blackboard.uoregon.edu – AAD 251 Art and Visual Literacy

Use your login and password information for your University email account. You can then visit the Blackboard site for AAD 251 Art and Visual Literacy. Remember to look for instructor Sisy Anderson. (For more information about this and other courses offered by UO Distance Education, go to http://de.uoregon.edu).

E-Mail: sisy@uoregon.edu
Phone: Department: 346.3639

Course Description: This course is an introduction into visual culture and visual analysis. In this class we explore ways in which physical, perceptual, affective, and cognitive modes of learning interact when viewing, interpreting, and assessing designed visual information within socio-cultural contexts. The visual world is filled with structure and meanings. This course is an introduction to the many facets involved in human experience of the visual world, from cars and sunsets to the "Mona Lisa." Visual experience involves the qualities of what is seen (materials, colors, arrangements—all the aspects of design), everything that the individual brings to the experience (body, senses, emotions, beliefs, knowledge, biases—the many aspects of being human), and the context in which experience takes place (influences of other people, histories, environments, institutions—the many aspects of our physical and cultural world). In this course students will explore the interactions of these elements of experience, and how they come together in creating interpretations and forming judgments about the visual world.

From the time we are newborns to the last moment we look out on the world, we are involved in rich and ever-evolving relationships with everything we see. This course draws upon the cultural matrix of ideas and practices associated with the arts to develop a broader understanding of the visual world and our interactions with the innumerable things we see.
Course Objectives:

1. To become acquainted with the ways that we use and understand images
2. To understand how we make meaning through arts
3. To use arts to understand the relationship of image, power, and knowledge


Class Requirements: This class requires: graded written work; evaluation of your own and other’s work; presentation of projects; reflective work and discussions, as well as assigned reading.

Evaluation and Grading: This course uses a cumulative point system; all assignments and projects have a point value that is totaled for your final course grade. You will be graded on your written analyses and your reflective questioning of art. You will be graded upon your participation and your willingness to complete the assigned tasks on time. Time management is essential for your success. If you miss the deadline for posting, you will not receive full credit for that assignment.

Academic Honesty: Plagiarism is a serious offense. The consequences for using the words of another without quotation marks or citation, or of using the ideas and conclusions of another without citation, are severe. In this course, such academic dishonesty will not be tolerated. For further information regarding academic dishonesty, see http://libweb.uoregon.edu/guides/plagiarism/students/ .

Be aware that if I find evidence of plagiarism, cheating, or other incidents of academic dishonesty the offense will be dealt with as per the Student Conduct Code rules, which can be found at: http://studentlife.uoregon.edu/programs/student_judi_affairs/conduct-code.htm.

Why you should cite sources (list compiled by L. Ettinger, 2003):

• To demonstrate your knowledge of the work of others;
• To build upon the ideas of others, thus extending knowledge;
• To allow others to analyze your work in relation to a larger body of material;
• To document your theoretical and practical perspectives;
• To define your context and terms;
• To join a learning community;
• I'm sure you and others can add to this list.

Use of Images: Images posted are available for use in this format under an educational fair use policy. This policy requires that they be used for educational purposes only. Therefore, to protect images from copyright infringement, students should not alter images in any way.

Arts and Administration Program Description: Arts management is a multidisciplinary field, focused on promoting the arts and culture for individuals and societies. Knowledge and expertise from the arts is combined with social, cultural, managerial, and educational perspectives for the purpose of creating, implementing, and administering cultural programs in non-profit, for-profit,
and unincorporated organizations and institutions. Constituents served by the Arts and Administration Program (AAD) include graduate students in arts management, undergraduate community arts minors, undergraduates fulfilling arts and letters and/or multicultural requirements, and arts professionals. Arts management at the UO is characterized by a commitment to a multicultural and socio-political orientation to art and culture; a strong belief in electronic communication and opportunities afforded by the Internet; a focus on contemporary and future trends, and a belief in the importance of research to the profession.

**School of Architecture and Allied Arts description:** The School of Architecture and Allied Arts is dedicated to advancing the understanding, value, and quality of visual culture and the built, natural, and social environments through excellent and distinctive teaching, research, and creative endeavors. Grounded in a unique multi-disciplinary structure, AAA is a diverse, collegial learning community of faculty, students, and staff. We seek to enhance the lives of individuals and communities through endeavors that stem from intellectual curiosity, critical thinking, and broad inquiry, rooted in the inter-relatedness of theory, history, and practice. In support of this mission, AAA affirms the following values:

- **Excellence** -- supporting and celebrating a culture that promotes rigor, encourages risk-taking, and challenges standards in creating, composing, and presenting ideas.
- **Open discourse** -- Fostering the open exchange and critique of ideas in an environment that welcomes a diversity of views.
- **Inclusiveness** -- Actively encouraging the presence and participation in the School of individuals with differing backgrounds, experience, and world-views.
- **Cooperation** -- Working together in shared efforts to teach, learn, understand, and create.
- **Inter-disciplinary Experience** -- Engaging multiple disciplines to expand our perspective and enrich our teaching, research, and creative practice.
- **Responsibility** -- Recognizing our accountability for the impact of our actions on environmental, social, and cultural

**Assignments for AAD 251**

Assignments and projects are subject to change based on the needs of the class. The following list provides a look at the overall class assignments and projects.

Each assignment carries a designated point value:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion Board Assignments</td>
<td>50</td>
</tr>
<tr>
<td>Mid-Term Project</td>
<td>15</td>
</tr>
<tr>
<td>Semester Project</td>
<td>20</td>
</tr>
<tr>
<td>Final Exam</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
</tr>
</tbody>
</table>

Point breakdown:

A= 100-90; B= 89-80; C= 79-70; D= 69-60; F= <60