AAD 251 Syllabus


Other readings may be offered on the Blackboard site.

Assignments: All assignments listed below are explained further on separate document about Assignments and Grading

Week 1: Perception: There’s Even More To It
- Introduction to Visual Literacy
- Cognitive Learning and Memory
- Non-Verbal Learning
- Perceptual Organization
- Visual Language: Facts and Illusions

Readings:

Assignment #1: Create Homepage with information about yourself.

Week 2: Viewing Art: Looking Everywhere For It
- Relationship between Art Viewer & Art Maker
- Art and art: masterpieces and amateur/folk art
- The Artistic Process, can be applied to most everything


Assignment #2: Visit a museum or gallery and select two works of art.

Week 3: Design: Form and Function
- Principles of design
- Domestic & Interior design
- Graphic Design
- Visual and non-visual relationships

Assignment #3: Select one song and design a cd cover for it and explain how the visual design matches music inside.

Week 4: Reading Symbols and Narratives
- Infographics
- Symbolism and Iconography
- Sequenced Images: Storyboards and Moving pictures
- Gestures and Poses

Readings: Rampley, Chapter 6, “Photography and Film” by Glyn Davis, pp. 85 – 101.

Assignment #4: Create Rebus.

Week 5: Words and Imagery
- Books and text
- Advertising
- Museum labels
- Word Art


Week 6: Mid-Term

Week 7: Nature: Trying to Control the Wilds
- Order out of Chaos
- Natural spaces and Urban design
- From Microcosm to Macrocosm
- Hand-made objects
- Film on artist, Andy Goldsworthy


Assignment #5: River walk project.

Week 8: Visualize Public Spaces
- Architectural spaces
- Parks: The Individual Among the Crowd
- Landscape Design
- Outdoor art


Assignment #6: Public Art in Eugene/Springfield or UO campus

Week 9: Personal and Public Histories
- Archives: Reading Histories
- Historic photographs
- Revisionist History
- Global Artifacts and Cultural Patrimony
- Personal Art

Readings: Rampley, Chapter 14, “From Mass Media to Cyberculture” by Glyn Davis, pp. 214 – 228.

Assignment #7: Historic photos as personal narratives.

Week 10: Beauty
- Evolution of Standards of Beauty
- Regional Beauty
- Determinates of Beauty


Final: Final Project due on Blackboard

About the Course:

Required Course Materials:

1. Text: ‘Visual Culture by Richard Howells
   (available in UO Bookstore and on reserve in AAA Library)

2. Computer access: We will rely on the Web for many activities in this course, so
you need to have access to a computer and the Internet. To fully participate in this class, you must be able to navigate and use the Blackboard course management system at UO. Crucial class materials—including required readings, assignment guidelines, and links to other sources—will be on the course Blackboard site. I will guide you through necessary steps, and be able to provide limited assistance along the way, but there are many resources on campus for you to use if you do not feel comfortable with Blackboard. High speed internet access will be most helpful and there are plenty of computers on campus for you to use.

3. Digital or film camera: A few assignments will require you to document something photographically (or at least that will be one option for documenting), so you will need to have access to a camera. If you do not own one, Media Services does have them for checkout. See their home page at http://libweb.uoregon.edu/med_svc/ (this link will also be posted to Blackboard).

Course Objectives:

What makes up our visual culture? And how does one become visually literate in order to read the visual clues of the world in which we live. What is the relationship between verbal literacy and visual literacy?

Our class will explore the omnipresence of the visual image in our daily life and how we and bring meaning to it. The creative arts have been part of human culture since the very beginning and has added important layers to our language of communications. As we look back at the history of the arts, we can discover how a complex visual language has developed, one that sometimes is understood by only a small group. We can now see that the multiple contexts of social, cultural, psychological, and aesthetic concerns shape the meanings of visual phenomena.

And now this language is delivered by way of many different tools and our attentiveness to its details and meanings can too easily lapse. The goal of this class will be to develop a greater understanding of visual imagery and the arts and how to use it to look more critically at the world around us.

COURSE DESCRIPTION (taken from the UO Catalog): Art & Visual Literacy explores ways in which physical, perceptual, affective, and cognitive modes of learning interact when viewing, interpreting, and assessing designed visual information within socio-cultural contexts.
Administrative information:

Office Hours: David Turner
Thursdays, 10:30-11:30 am, 381A Lawrence Hall
dturner@uoregon.edu

Blackboard: Assignments, course material, and announcements will be posted on Blackboard, accessible through the UO website. Please check Blackboard regularly.

To view a help tutorial on Blackboard, see: http://libweb.uoregon.edu/cet/blackboard/help/

Announcements will be posted via email and on the homepage of the course Blackboard site.

You will find additional tools and resources under "Student Tools" and "Resources."