

## Syllabus

**Instructor:** Lindsey Pedersen, Faculty Associate, Arizona State University

**E-mail:** [Lindsey.Pedersen@asu.edu](mailto:Lindsey.Pedersen@asu.edu) or [lindseyped@aol.com](mailto:lindseyped@aol.com)

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### **COURSE DESCRIPTION AND OBJECTIVES**

This course is intended for students majoring in fields other than art history. It introduces students to the visual arts and their importance in our everyday life by considering the formal properties of art, the purposes of art, and the relationship between art and contemporary popular culture. As a participant in ARS 300, you will gain an awareness of the meaning, functions, and significance of art, while learning an art-related vocabulary and a set of analytical tools for discussing and understanding images. You will also learn about a variety of artistic media and techniques. Finally, you will discover how visual culture permeates our lives and how visual literacy can help us participate more fully in the world around us.

The first part of the course is organized thematically and examines the role art plays in our lives, how ideas of beauty and aesthetics are culturally constructed, and how historical and social imperatives determine the diverse cultural production of the world. It also considers how visual elements (line, shape, color, texture, etc.) and medium affect the appearance, reception and interpretation of works of art. The second part of the course examines the shifting relationships between artists, art and popular culture, with special emphasis on the role of visual culture in forming our perceptions of the world and ourselves. Throughout the semester, we will consider the social and aesthetic purposes of art, gender and representation, ethnicity, creativity, the role of the artist, modern technology and mass media.

### **TEXT REQUIREMENTS**

There are two required texts for ARS 300. Without the texts, it is extremely difficult to do well in the course, so I encourage you to purchase them immediately. N.B. THE TEXTS ARE NOT AT THE ASU BOOKSTORE ON CAMPUS! READ BELOW FOR DETAILS!

1) Lois Fichner-Rathus, *Understanding Art*. Eighth edition. Thompson Wadsworth, 2007.

The textbook is available for purchase at the Student Book Center on College Ave (just north of the ASU main campus and University Dr.). It may also be purchased online through commercial websites such as Amazon.com or borders.com.

*Understanding Art* includes a CD-Rom of images and study tools that you may find useful. The CD-Rom is not required for the course, however, and a used copy of the text sold without it is sufficient. If you use an earlier edition of the text, page numbers and figure numbers will differ from those listed in the course material.

2) The ARS 300 Course Reader.

The reader is available through the Alternative Copy Shop, 715 S. Forest (just north of ASU main campus and University Dr. 480-829-7992) If you are not located in the Phoenix area, please call the Alternative and arrange for them to mail you a copy for a small shipping fee.

Additional readings that are not in the course reader will be made available online as needed.

## **TECHNOLOGICAL REQUIREMENTS**

Because this course is entirely delivered via the Internet, you are responsible for making sure that the computer you use to access all course material meets or exceeds the specified computer minimum qualifications as listed on the course website. Please note: you are highly encouraged not to enroll, or to drop immediately, if you do not have computer experience, or if you are not willing or prepared to assume the added responsibility of a computer-based course. Necessary required skills include surfing the net, conferring via email, and other immediate computer knowledge. If you are a DRS student, please contact the instructor immediately for accommodations.

High-speed connection note: Although you can complete much of this course with a dial-up modem, use of a high-speed connection is strongly advised. Some pages contain many high quality images that may be very time-consuming to download with a slower connection.

## **COMMUNICATION WITH THE INSTRUCTOR AND COMPUTER SUPPORT**

The instructor will periodically post announcements on the course website. You should check the website for new announcements frequently. Questions about course content, lectures, readings and completing assignments should be addressed to the instructor via her email: [lindseyped@aol.com](mailto:lindseyped@aol.com) or [Lindsey.Pedersen@asu.edu](mailto:Lindsey.Pedersen@asu.edu). She will check her email frequently and make every effort to respond in a timely manner.

The instructor does not handle computer-related questions. Questions regarding technological aspects of the course, including trouble logging in and technical difficulties with the exams, should be directed to Herberger Online Technical Support ([herbergeronline@asu.edu](mailto:herbergeronline@asu.edu) or <http://herbergeronline.asu.edu/help>.) Requests for assistance must be submitted electronically; please do not call or visit their offices, as all communication will be handled via email and online help request forms.

## **EXAMS, HOMEWORK, AND GRADING**

Course grades will be based on four online exams and three participation/homework assignments.

Exams:

Unit I Test:	200 points
Unit II Test:	200 points
Unit III Test:	200 points
Unit IV Test:	200 points

Participation/Homework Assignments:

Short Answer Question #1:	50 points
Short Answer Question #2:	50 points
Popular Image Essay:	100 points
	1000 points total

## Grading Scale:

The following scale will be used to determine final letter grades:

<u>Grade</u>	<u>Total Points</u>
A =	930-1000
A- =	900-929
B+ =	880-899
B =	830-879
B- =	800-829
C+ =	780-799
C =	700-779
D =	600-699
E =	599 and below

## Exams:

The tests consist of multiple-choice and true/false questions drawn from the study images, terms and questions; the readings; and lecture material. They are not cumulative. You will have 60 minutes to complete each exam and submit your final answers. You may use your notes and your books; however, you should take each exam individually, not with a friend. Students who violate this rule may receive a failing grade for the course. Please note that there are multiple versions of each test, so your classmates may receive a different version than you do.

Exams must be taken during the times listed in course schedule. Once the closing deadline has passed, you cannot log in to take a test.

There will be four exams during the semester. All exams will be ON-LINE. Exams are posted at 10 a.m. on the start day and close at 2 p.m. on the end date.

- Format. Multiple choice, true/false. Each test contains 50 questions.
- You will not be notified of elapsed time. It is your responsibility to choose a timepiece and track your own progress. No consideration will be given excess time based on inaccurate clocks.
- You may access the test only once.
- If you experience technical difficulties you should file a help report immediately. If there was a technical problem you will receive a reset to a different version of the test. Information on Resets and technical issues is located on the course site under: Computer FAQs – REQUIRED READING.
- You are allowed only one reset per test. Further requests will be referred to me as the instructor of the course.
- You are allowed a maximum of 2 resets for the entire semester.
- Reset requests after the test deadline will not be considered.
- You will be provided a confirmation page when you submit your test. Print and keep this

confirmation page. This is your receipt for your test or your assignment and is your proof of submission. No claims of submission will be considered without this supporting documentation.

- Legitimate make-ups and missed resets will be given a paper exam. You should contact your professor if you missed the test deadline with your documentation and makeup request.

#### Short Answer Questions/Popular Image Essay:

You will be required to answer and submit two short essay questions of no more than a paragraph. These will be posted on the Questions page. In addition to this you will be required to submit a longer essay assignment, which will be posted on the Essay page. Deadlines for these three assignments can be found below.

### **TIME REQUIREMENTS**

Online courses often have a reputation for being easier and less time-consuming than traditional “live” classes. *This is not true of ARS 300.* The readings and assignments are substantial, and some of them can be quite challenging. We will cover a wide range of material in a short amount of time, and in order to do well in the course it is important that you keep up with the assignments. If you are taking this course during summer session, you will sometimes need to cover more than one section of a unit per day.

### **COURSE DEADLINES**

<b>Assignment</b>	<b>Opens</b>	<b>Closes</b>
Unit I Test	10am, July 16	2pm, July 17
Short Answer Question #1	8am, July 8	11pm, July 13
Unit II Test	10am, July 23	2pm, July 24
Popular Image Essay	8am, July 20	11pm, July 27
Unit III Test	10am, July 30	2pm, July 31
Short Answer Question #2	8am, July 30	11pm, August 5
Unit IV Test	10am, August 5	2pm, August 6

### **ORGANIZATION OF THE COURSE**

The course is organized into four units, each focusing on a different aspect of art and/or popular culture. Each unit is followed by a test. The first two units examine the purposes, visual elements, and media of art. Unit Three introduces popular culture and traces how artists from the late nineteenth century to the present have responded to it. Unit Four considers the intersections between visual art and popular culture in contemporary society using case studies from different “spaces” of cultural practice.

## **Introduction**

1. Welcome to ARS 300
2. How to Do Well in this Course
3. Introductory Assignment

## **UNIT I: What is Art? Purposes and Principles of Art and Design**

1. What is Art? Themes and Purposes of Art
2. Visual Elements of Art
3. Principles of Design
4. Style, Form, and Content

Unit I Test: July 16

## **UNIT II: The Artist's Materials: Medium and Technique**

1. Drawing and Painting
2. Printmaking
3. Camera, Video and Digital Arts
4. Sculpture
5. Architecture
6. Craft and Design

Unit II Test: July 23

## **UNIT III: Artists and Popular Culture**

1. What is Popular Culture?
2. Artists and Popular Culture: Late 19th –Early 20<sup>th</sup> Century
3. Artists and Popular Culture: 1940s—1960s

4. Artists and Popular Culture since 1970  
Unit III Test: July 30

**Unit IV: Art and the Spaces of Popular Culture**

1. Art on Display: Museum, Department Store, Shopping Mall
2. The Urban Landscape: Public Art, Graffiti
3. “Global” Destinations: Tourism, Disneyland, Las Vegas
4. Advertising and Print: Magazines, Comics, Popular Literature
5. The Screen: TV, Film, Animation
6. Personal Space: Home, Body, Car
7. Virtual Space/Cyberspace

Unit 4 Test: August 5

**Concluding Remarks**

1. Summary of Course
2. Further Reading and Resources