Art 331 ART AND MASS MEDIA (3)
Three hours lecture per week.
The study of synergetic relationships between visual art and human communication dating back to the roots of civilization. Comparative studies in art and communication link ancient traditions to the development of contemporary mass media including print, photography, film, television and the internet.
GenEd: C1, D and Interdisciplinary

2. Mode of Instruction.

<table>
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<tr>
<th>Lecture</th>
<th>Units</th>
<th>Hours per Unit</th>
<th>Benchmark Enrollment</th>
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3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) [Use as much space as necessary]

Justification

This course fulfills three units of required upper division Art History for the Art Major. It is also available to the non-art major seeking to fulfill General Education credit in sections C1 or D.

This course is an interdisciplinary introduction to visual art and culture. The students will be able to learn about the relationships between traditional visual arts (painting, sculpture, and architecture) and the novel forms of visual expression and communication such as photography, film, video, television, internet, etc. The students will be exposed through lectures, slides, videos, movie excerpts, and electronic images to a wide range of issues dealing with visual communication. The students will also be able to examine original works of art during the field trips to museums and reflect on the contemporary means of disseminating culture in their cyber field trips. The visual analysis, the discussions and lectures will provide the students with the tools to understand a wide range of images and help them develop a critical evaluation of the visual component of contemporary culture.

The field trips, lectures, discussions, guests speakers and interdisciplinary activities will allow the participants to a.) Understand the complex dialogues between the visual arts and human communication b.) Investigate the significance of these connections within historical and contemporary contexts and c.) Examine the role and specificity of new media in preserving and expanding the meaning and value of art.
and its history and d.) Learn different methodological modalities of examining visual culture and e.) Understand the visual arts and human communication within a complex global culture f.) Express their opinion about various aspects of contemporary visual culture

**Learning Objectives**

Students will be able to:

• Describe and analyze the interdisciplinary connections between the visual arts, new media, popular culture and human communication

• Describe and analyze a wide range of images existent in contemporary life

• Critically examine from various cross- chronological and cultural perspectives how traditional visual arts interact with new media

• Reflect in written and oral form on the various aspects of the visual culture and related institutions (such as museums, galleries, private collections)

• Describe and analyze the processes of visual arts, mass media and human communication

• Critically analyze the meaning of images within their original context as well as defined by art historical and museum practices and new media

• Critically evaluate and analyze the processes that link ancient traditions with mass media

• Analyze the issues related to visual arts, mass media art and human communication

• Develop new ways of looking and thinking about images

• Formulate an interpretative level of analysis based on a comprehensive understanding of visual arts, mass media and human communication

• Critically examine in comparative ways the formation of meanings in visual arts, mass media and their connections to human communication

• Decipher symbols, cultural and artistic codes

• Examine and describe the role and specificity of new media in preserving and expanding the meaning and value of art and its history

• Analyze the role of museums and other institutions and reflect on possibilities for new projects

• Analyze how the educational projects of museum are connected to what children learn in schools (California framework)

• Apply the knowledge and information to real life situation in papers and presentations

4. **Is this a General Education Course** YES

   **If Yes, indicate GE category:**
   
   A (English Language, Communication, Critical Thinking)
5. **Course Content in Outline Form.** [Be as brief as possible, but use as much space as necessary]

I
Introduction to the course
Introduction to Art History and mass media

II
The Classical Ideals /art as imitation
Medieval Art- art and spirituality

III
Renaissance Art- The role of perspective and prints
Renaissance Art - The identity of the artist and mass media

IV
Baroque Art Cyber field trip
The 18th century: art and science

V
Romanticism and the modern individual

VI
Photography as communication and art
Photography and the modern world

VII
Avant-garde ideas and representations
Avant-garde, mass media and the myth of the artist

VIII
Early Film: Constructing a new language

IX
Issues in early 20th century art

X
Issues in 20th century art: abstraction and reality
Film and art; Film: between fiction and reality

XI
Issues in 20th century art: art and new media
Issues in 20th century art: Postmodernism and multiculturalism

XII
Film and Television in postmodern culture
Advertising and art
Electronic media in postmodern culture

6. **References.** *Provide 3 - 5 references on which this course is based and/or support it.*

Mamiya, Christin. *Pop Art and Consumer Culture,* Austin: Univ. of Texas
Walker, John. *Art Since Pop,* London, Barrons Educational
Tomkins, Calvin, *Post-To-Neo.* New York, Penguin Books

7. **List Faculty Qualified to Teach This Course.**
   Art faculty: Irina D. Costache

8. **Frequency.**
   a. Projected semester to be offered:

9. **New Resources Required.**
   None

10. **Consultation.**
    Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

Irina D. Costache   12-4-02

Proposer of Course   Date
Approvals

12-4-02

___________________________________________________
Program Coordinator       Date

___________________________________________________
GE Committee Chair         Date

___________________________________________________
Curriculum Committee Chair Date

___________________________________________________
Dean                        Date

Effective Semester: ____Spring 2003 ____________________________
1. Course prefix, number, title, and units: **Art 331. Art and Mass Media (3 units)**

2. Program Area: **Art**

## Recommend Approval

<table>
<thead>
<tr>
<th>Program Area/Unit</th>
<th>Program/Unit Coordinator</th>
<th>YES</th>
<th>NO (attach objections)</th>
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GE CRITERIA APPROVAL FORM

Course Number and Title: Art 331. Art and Mass Media (3)

Faculty Member(s) Proposing Course: Irina D. Costache

Indicate which of the following categories would be satisfied by this course by marking an “X” on the appropriate lines. Courses may be placed in up to two GE categories as appropriate. Upper Division Interdisciplinary GE courses may be placed in two categories plus the UDIGE category.

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<td>Languages &amp; Cultures</td>
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<td>Social Perspectives</td>
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<td>E:</td>
<td>Human Psychological &amp; Physiological Perspectives</td>
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<td>Upper Division Interdisciplinary GE</td>
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Lab Included? Yes ______ No __X____

Please provide a brief explanation of how the proposed course meets each of the criteria for the selected General Education categories.

Category C1

Students will be able to:

- Describe, understand and analyze the interdisciplinary connections between the visual arts, new media, popular culture and human communication
- Describe, understand and analyze a wide range of images existent in contemporary life
- Critically examine from various cross-chronological and cultural perspectives how traditional visual arts interact with new media
- Reflect in written and oral form on the various aspects of the visual culture and related institutions (such as museums, galleries, private collections)
- Describe and analyze the processes of visual arts, mass media and human communication
- Critically analyze the meaning of images within their original context as well as defined by art historical and museum practices and new media
- Critically evaluate and analyze the processes that link ancient traditions with mass media
- Analyze the issues related to visual arts, mass media art and human communication
- Learn the mechanisms of visual cognitive processes
- Develop new ways of looking and thinking about art and mass media
• Formulate an interpretative level of analysis based on a comprehensive understanding of visual arts, mass media and human communication

• Critically examine in comparative ways the formation of meanings in visual arts, mass media and their connections to human communication

• Decipher symbols, cultural and artistic codes

• Examine the role and specificity of new media in preserving and expanding the meaning and value of art and its history

• Analyze the role of museums and other institutions and reflect on possibilities for new projects

• Analyze how the educational projects of museum are connected to what children learn in schools (California framework)

• Apply the knowledge and information to real life situation in papers and presentations

Category D
Students will be able to:

• Describe, understand and analyze the interdisciplinary connections between the visual arts, new media, popular culture and human communication

• Describe, understand and analyze a wide range of images existent in contemporary life

• Critically examine from various cross-chronological and cultural perspectives how traditional visual arts interact with new media and communication

• Reflect in written and oral form on the various aspects of visual culture and related institutions (such as museums, galleries, private collections)

• Critically examine in comparative ways the formation of meanings in visual arts, mass media and their connections to human communication

• Analyze the educational services offered by museums and other institutions and reflect on possibilities for new projects

• Formulate an interpretative level of analysis based on a comprehensive understanding of visual arts, mass media, and human communication

• Critically evaluate and analyze the processes that link past visual arts traditions with mass media

Upper division interdisciplinary
Students will be able to:

• Describe, understand and analyze the interdisciplinary connections between the visual arts, new media, popular culture and human communication
• Describe, understand and analyze a wide range of images existent in contemporary life

• Critically examine from various cross-chronological and cultural perspectives how traditional visual arts interact with new media

• Reflect in written and oral form on the various aspects of visual culture and related institutions (such as museums, galleries, private collections)

• Critically examine in comparative ways the formation of meanings in visual arts, mass media and their connections to human communication

• Express their opinion in extensive written assignments (journals, group papers and formal analysis/paper presentations)