

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

PROGRAM AREA: ART

1. **Catalog Description of the Course.** *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of 9 units); time distribution (Lecture \_\_\_ hours, laboratory \_\_\_ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

**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.**

	Units	Hours per Unit	Benchmark Enrollment
Lecture	___3___	___1___	___30___
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	_____	_____	_____

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:**

<b>A (English Language, Communication, Critical Thinking)</b>	
---	--

<b>B (Life Sciences)</b>	
<b>C (Fine Arts, Literature, Languages &amp; Cultures)</b>	<b>C 1</b>
<b>D (Social Perspectives)</b>	<b>D</b>
<b>E (Human Psychological and Physiological Perspectives)</b>	

**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 20<sup>th</sup> century art: abstraction and reality

Film and art; Film: between fiction and reality

**XI**

Issues in 20<sup>th</sup> century art: art and new media

Issues in 20<sup>th</sup> century art: Postmodernism and multiculturalism

**XII**

Film and Television in postmodern culture

Advertising and art

### XIII

#### Electronic media in postmodern culture

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

Pelfrey, Robert H. *Art and Mass Media*, New York: William Morow, 1998  
Lovejoy, Margot. *Postmodern Currents*, Inglewood: Prentice Hall, 1997  
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 \_\_\_\_\_


**California State University Channel Islands**  
**New Course Proposal Consultation Sheet**

---

1. Course prefix, number, title, and units: **Art 331. Art and Mass Media (3units)**

2. Program Area: **Art**

**Recommend Approval**

Program Area/Unit	Program/Unit Coordinator	YES	NO (attach objections)	Date
Art		<b>X</b>		
Business & Economics				
Education				
ESRM				
Humanities				
Liberal Studies				
Mathematics & CS				
Sciences				
Library				
Information Technology				

## 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.

	A1: Oral Communication
	A2: English Writing
	A3: Critical Thinking
	B1: Physical Sciences
	B2: Life Sciences
	B3: Mathematics
	B4: Computers and Technology
x	C1: Fine Arts
	C2: Literature
	C3: Languages & Cultures
x	D: Social Perspectives
	E: Human Psychological & Physiological Perspectives
x	Upper Division Interdisciplinary GE

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)