UNIVERSITY COLLEGE of the FRASER VALLEY

PAC FORM #2

COURSE IMPLEMENTATION DATE: { September-1999 **}**
COURSE REVISED IMPLEMENTATION DATE: { September-2005 **}**
COURSE TO BE REVIEWED: { September-2009 **}**
(FOUR (4) YEARS AFTER IMPLEMENTATION DATE) **MONTH / YEAR**

OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.

Shaded headings are subject to change at the discretion of the department and material will vary ~ see course syllabus available from instructor

FACULTY/DEPARTMENT: Visual Arts

AH 210		3
COURSE NAME/NUMBER	**FORMER COURSE NUMBER**	**UCFV CREDITS**

Art Practices and Popular Culture II
COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:
This course, which is best taken as a sequel to AH205, continues to examine popular culture in relation to contemporary art-making practices, emphasizing the social and political role of art and the artist. Students will be required to complete both studio and written projects for this course. Note: this course is also offered as VA210 and credit cannot be obtained for both VA210 and AH210.

PREREQUISITES: AH 102 and one VA course
COREQUISITES:

SYNONYMOUS COURSE(S)

(a) Replaces: _____ (Course #)
(b) Cannot take: VA210 (Course #) for further credit

SERVICE COURSE TO:

_____ (Department / Program)
_____ (Department / Program)

TOTAL HOURS PER TERM: 45

STRUCTURE OF HOURS:

Lectures:	20	hrs.
Seminar:	15	hrs.
Laboratory:		hrs.
Field Experience:		hrs.
Student Directed Learning:	10	hrs.
Other (Specify):		hrs.

Combination of Lecture and Lab Hours: _____ **YES/NO**

TRAINING DAY-BASED INSTRUCTION

LENGTH OF COURSE: N/A
HOURS PER DAY: N/A

MAXIMUM ENROLMENT: 25
EXPECTED FREQUENCY OF COURSE OFFERING: once annually
WILL TRANSFER CREDIT BE REQUESTED?: (Lower-level courses only) **YES** X **NO** _____
WILL TRANSFER CREDIT BE REQUESTED?: (Upper-level requested by department) **YES** _____ **NO** _____
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: **YES** X **NO** _____

AUTHORIZATION SIGNATURES:

Course designer(s): Jill Bain
Course reviewed by: Jill Bain
Department Head: Jacqueline Nolte
Chairperson: Raymond Welch (Curriculum Committee)
Dean: Virginia B. Cooke

PAC Approval in Principle Date: (type date in this field)
PAC Final Approval Date: January 28, 2005

AH 210

COURSE NAME / NUMBER

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

To make students aware of and sensitive to the creation and influence of popular culture, and of their role in it, particularly their creative role

To introduce critical approaches and develop students' critical vocabulary in their responses to popular and visual culture

To make students aware of the effects of popular culture in the art world

To challenge students to repond critically and creatively to popular culture by means of both studio and academic assignments

To broaden students' vision of the artist in contemporary society and potentially inspire careers in film, music, journalism, etc.

To encourage students to engage critically and constantly in the culture that surrounds them

To make students aware of the political and social role of art and the artist, and to consider this in their own art-making practice

METHODS:

lectures, discussions, presentations, critiques, audio-visual materials, and (optional) field trips

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR **YES** X **NO** _____

METHODS OF OBTAINING PLAR:

portfolio presentation; interview

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]

John A. Walker, *Art in the Age of Mass Media*, 3rd ed., 2001

John Seabrook, *Nobrow: the culture of marketing—the marketing of culture*, 2000 (selected readings)

Susan Josephson, *From Idolatry to Advertising: Visual Art and Contemporary Culture*, 1996 (selected readings)

Julian Stallabrass, *High Art Lite*, 1999 (selected readings)

Selected issues of contemporary popular culture and/or art magazines, e.g.*Spin*, *The Face*, *Rolling Stone*, *FlashArt*

A coursepack of other selected readings

SUPPLIES / MATERIALS:

These would vary according to projects undertaken, which could vary from traditional art supplies to digital technology

AH 210

COURSE NAME / NUMBER

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

15% short essay

35% creative/critical project

35% journal

15% participation

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

1. Introduction: Art and Society
2. Famous For Being Famous: The Cult of Celebrity
3. Knocking Art Off Its Pedestal: High and Low Culture
4. Fifteen Minutes of Fame: Who's Afraid of Valerie Solanis?
5. Culture and Community; Global Visions
6. The Marketing of the Artist; Taste and Power
7. “Sensation”: Museums, Censorship, and Private vs. Public Funding
8. Cultural Imperialism and Canadian Art
9. Labels and Logos; Art and Fashion
10. Art and Design, Art and Industry
11. Exhibition mounting and critiques
12. Critiques (cont'd); the Purposes of Art (summary)