B. Introduction  Visual Culture is a relatively new field of study which draws on ideas from cultural studies, art and art history, sociology and anthropology, among other disciplines. Visual Culture is a way of studying the contemporary or historical world through photographs, pictures, and images, rather than only through texts and words.

"World Views" and "Knowledge" courses together constitute the A-Block component of Humanities courses which are concerned with the most basic and general aspects of being human. These courses are pre-requisites to, and provide the background to, the B-Block course on “Ethical Issues.”

This course qualifies for certificates: Women’s Studies and Gender Relations, Indigenous Studies and Peace and Social Justice.
E. Content  The kinds of documents which can be studied in the field of Visual Culture are widely varied, including images ranging across the spectrum of high and low culture, artistic and commercial, and professional and amateur. This means that images from the Eaton’s catalogue, family snapshots, high modernist paintings, covers of books, and advertisements painted on the sides of barns are all potential objects of study. With such a diverse range of subjects, the question of methodology — that is, how you go about studying these images in a way which produces useful knowledge about their culture of origin — is of the utmost importance. As such, models from different fields, including history, sociology and art history will be introduced, before we move on to analysing a select body of images.

To narrow the scope of the course, we will focus on a particular decade, using images from the period as a means of gaining knowledge about it. This knowledge will be grounded in an introduction to the decade under study via more traditional textual sources. See tentative schedule of topics to be covered below.

D. Evaluation

30% – LIFE magazine analysis
25% Test
20% – Presentation/Website on an aspect of 1950s Visual Culture using primary sources
(5%x5) 25% – “Choose Your Own Adventure” Short Assignments. Everyone does the first one, Star Gazing. you choose the assignments which interest you most. Make sure they add up to 25%. You can replace a lower grade with a higher one. The best 25% will count. Assignments could include a field trip of some safe kind, an analysis of the Visual Culture of your childhood, a project on 1950s food culture, a visual précis of a chapter from Halberstam’s The Fifties, or occasionally an “old school” quiz on course material. Check the class website for full details.

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The 40% Final Evaluation is in the presentation/website and the test.

Unless otherwise noted, there is a late penalty of 10% per day. Unless otherwise noted, all work will be turned in through MS Teams.

F. Required Texts and Course Costs
Course Pack is at the bookstore. (Total readings 350 pages.) $20.00
You may also need to budget to print out some readings.

G. Bibliography


**H. Methods** Methods include in-class discussion, presentations, films, group work, and projects online. This course requires regular, active attendance in class and attention to assignments. Reading and writing, as well as listening and speaking in class (including asking questions) are all major aspects of exploring and understanding ideas about the study of visual culture. If you must miss a class, notify me and use the schedule to keep up with assignments.

**I./J. College and Departmental Policies**

**Attendance:** The College expects students to attend all class sessions. Attendance plays a critical role in their academic success and attainment of competencies. While grades are based on the demonstration of competencies and not directly on attendance, excessive absences may have consequences affecting the final course grade, including possible failure.

Due to the COVID-19 health crisis, attendance policies may need to be adjusted by your teacher. Please note that attendance continues to be extremely important for your learning, but your teacher may need to define it in different terms based on the way your course is delivered during the fall semester.

**Late Policy:** Unless otherwise noted late work will be subject to a 10%/day penalty.
**Classroom Behaviour:** To maintain a good learning environment for all concerned, certain conditions must be maintained: The classes start on time and end 10 minutes before the next class begins. You are expected to arrive on time and remain for the duration.

If you wish to speak, raise your hand and wait to be acknowledged. Disruptive behaviour in class will not be tolerated. Some behaviours which are not acceptable are sleeping, texting, being online, arriving late/leaving during class, or talking while the teacher or another student has the floor. Use of cell phones or other devices is not allowed. Offending students will be asked to leave class and be counted as absent.

**College Policies**

**IPESA, Institutional Policy on the Evaluation of Student Achievement**
http://johnabbott.qc.ca/ipesa

**Changes to Evaluation Plan in Course Outline (Article 5.3)**
In the context of the COVID-19 pandemic during the Fall 2021 semester, **course outline changes** normally requiring unanimous consent of the regularly attending students under 3.1.5 and 5.3.1 of the IPESA **are allowed provided student concerns are considered and students are informed in a timely fashion**

**Course modifications due to COVID-19:** Please note that course outlines may be modified if health authorities change the access allowed on-site. This includes the possibility of changing to an entirely on-site or online format.

**Software used for classes:** In addition to LEA, Teams and Moodle, additional software may be used for the submission of essays or projects or for testing. Further details will be provided if applicable.

**Recording of Classes:** Classes on Teams may be recorded by your teacher and subsequently posted on Teams to help for study purposes only. If you do not wish to be part of the recording, please let your teacher know that you wish to not make use of your camera, microphone or chat during recorded segments. Any material produced as part of this course, including, but not limited to, any pre-recorded or live video is protected by copyright, intellectual property rights and image rights, regardless of the medium used. It is strictly forbidden to copy, redistribute, reproduce, republish, store in any way, retransmit or modify this material. Any contravention of these conditions of use may be subject to sanction(s) by John Abbott College.

**Religious Holidays (Article 3.2.13 and 4.1.6)**
Students who wish to observe religious holidays must inform their teacher of their intent, in writing, within the first two weeks of the semester.

**Student Rights and Responsibilities (Article 3.2.18)**
It is the responsibility of students to keep all assessed material returned to them in the event of a grade review. The deadline for a Grade Review is four weeks after the start of the next regular semester.

(Article 3.3.6) Students have the right to receive graded evaluations, for regular day division courses, within two weeks after the due date or exam/test date, except in extenuating circumstances. A maximum of three (3) weeks may apply in certain circumstances (ex. major essays) if approved by the department and stated on the course outline. For evaluations at the end of the semester/course, the results must be given to the student by the grade submission deadline.
**Academic Procedure: Academic Integrity, Cheating and Plagiarism** (Article 9.1 & 9.2)
Cheating and plagiarism are unacceptable at John Abbott College. They represent infractions against academic integrity. Students are expected to conduct themselves accordingly and must be responsible for all of their actions.

**College definition of Cheating**
Cheating means any dishonest or deceptive practice relative to examinations, tests, quizzes, lab assignments, research papers or other forms of evaluation tasks. Cheating includes, but is not restricted to, making use of or being in possession of unauthorized material or devices and/or obtaining or providing unauthorized assistance in writing examinations, papers or any other evaluation task and submitting the same work in more than one course without the teacher’s permission. It is incumbent upon the department through the teacher to ensure students are forewarned about unauthorized material, devices or practices that are not permitted.

**College definition of Plagiarism**
Plagiarism is a form of cheating. It includes copying or paraphrasing (expressing the ideas of someone else in one’s own words), of another person’s work or the use of another person’s work or ideas without acknowledgement of its source. Plagiarism can be from any source including books, magazines, electronic or photographic media or another student's paper or work.

THERE ARE SERIOUS PENALTIES FOR SUBMITTING WORK WHICH IS NOT YOUR OWN.

**C. ROLE IN GENERAL EDUCATION:**
"World Views" and "Knowledge" courses together constitute the A-block component of Humanities courses which are concerned with the most basic and general aspects of being human. These courses provide the background to the B-block course on "Ethical Issues."

**OBJECTIVES:**
to apply a logical analytical process to how knowledge is organized and used. An appropriate field can be any serious body of knowledge relating to education, law, psychology, creativity, social behaviour, or other disciplines. Humanities approaches each from an interdisciplinary perspective.

**Elements or "knowledge objectives"**
1. to recognize the basic elements of a field of knowledge
2. to define the modes of organization and utilization of a field of knowledge
3. to situate a field of knowledge within its historical context
4. to organize the main components into coherent patterns
5. to produce a synthesis of the main components

**Performance criteria or "ability objectives"**
1.1 appropriate description of the basic elements
1.2 appropriate use of terminology relevant to fields of knowledge
2.1 adequate definition of the dimensions, limits, and uses of fields of knowledge
3.1 accurate identification of the main components in the historical development of fields of human knowledge
3.2 accurate description of the effects of historical development and societal milieu on the limitations and uses of a field of knowledge
4.1 coherent organization of the main components
5.1 appropriate analysis of the components
5.2 coherent synthesis of the main components
5.3 appropriate expression, including a significant individual written component, of an analysis of the context, importance and implications of the organization and uses of knowledge
5.4 appropriate use of revision strategies
5.5 appropriate correction of form and content

Tentative Schedule:

1. **Week of Aug. 23**
   Alien Anthropologists and Archaeologists of the Future
   READ Horace Miner's "Body Ritual Among the Nacirema"

2. **Week of Aug. 30**
   Introduce the 1950s and MLA Citation
   Star Gazing **Assigned** (see website for all deadlines)
   READ Richard Meyer's "Rock Hudson's Body"

3. **Week of Sept. 6**  *No classes Monday*
   READ Thomas Hine's "The Luckiest Generation"
   and Star-Gazing **Due**

4. **Week of Sept. 13**
   LIFE Analysis **Assigned**
   READ Andrea Vesenti's "It's Cool Inside."

5. **Week of Sept. 20**
   The Celluloid Closet
   Work on LIFE analysis
   WATCH *The Celluloid Closet*

6. **Week of Sept. 27**
   Mid-Century Visual Art and Design
   READ Taylor's "The Calder Problem"
   LIFE Analysis data and thesis **Due**

7. **Week of Oct. 4**
   LIFE Analysis **Due**
   READ Marling's "Betty Crocker's Picture Cook Book"

8. **Week of Oct. 11**  *No classes Monday, Wellness Day Tuesday, Wednesday’s a “Monday! Phew!*

9. **Week of Oct. 18**
   Childhood and Family Life
   READ "Television Families"
   READ Winkler’s "Imagining Socialist Childhoods"
10. Week of Oct. 25  Our Love Affair with the Automobile and **REVIEW**
   READ Karal Ann Marling's "Autoeroticism"

11. Week of Nov. 1  **Test**

12. Week of Nov. 8  Teenagers and Rock and Roll
   READ Ronald Oakley's "Generation in a Spotlight"

13. Week of Nov. 15  **Presentations** and Other Aspects of the Fifties

14. Week of Nov. 22  *No classes Friday*
   **Presentations** and Other Aspects of the Fifties

15. Week of Nov. 29  Cinema as a Window to the 1950s

16. Week of Dec. 6  LAST DAY! **Celebrate** the End of Term