



COURSE SYLLABUS

Course Title	:	Reading the Visual Arts
Course Code	:	GEED 20093
Course Credit	:	3.0
Pre-requisite	:	None
Course Description	:	The course is an analysis dealing with a new area of study of visual culture. Human beings are designed to interpret and give meaning of the world around them; they always made sense of their environment through the use of understanding of what they see. We also observe many written accounts dealing with the visual world—from the ancient Greek philosophers, through the art writers of the Renaissance and the aestheticists of the early Enlightenment, to the art historians, film critics and media theorists of the nineteenth and twentieth centuries, people have studied visual forms and their meanings.

Institutional Learning Outcomes	Program Outcomes	Course Outcomes
Creative and Critical Thinking	Graduates with full capacity for academic and practical application of the theoretical studies and critical analyses instilled by the program.	At the end of the course, students are expected to: <ul style="list-style-type: none">Recognize the most essential concepts in visual arts as related to philosophy;Construct a critical analysis on different themes and issues regarding the course;
Effective Communication	Graduates have excellent communication skills as manifested by their understanding of not only of the subject matter in its totality but also evident in the manner they carry out life decisions and create good human interactions.	
Strong Service Orientation	Graduates are committed to achieve excellence for the	



	success of the learning process by being cognizant of how reasoning must be exhibited in their relationship with others in the society.	<ul style="list-style-type: none">Evaluate the problems addressed in the course content and be critical about the possible solutions on different issues presented.
Community Engagement	Graduates use the potent power of correct reasoning and proper thinking by formulating good advocacies for the development of communities.	
Adeptness in the Responsible Use of Technology	Graduates maintain a high literacy in the technologies used in the present social setting and, at the same time, can adapt to any given situation with regard to technical equipment and facilities.	
Passion to Life-Long Learning	Graduates never cease to improve their knowledge of the ever-changing development in the study of literature in the Philippines and in the world by pursuing graduate studies or joining workshops, conferences, and debate-oriented programs.	
High Level of Leadership and Organizational Skills	Graduates are capable of leading any responsibility given to them with exemplary organizational skills.	
Sense of Personal and Professional Ethics	Graduates have a strong sense of ethical conduct manifested in their personal and professional attitude and set of values as guided by their reason.	
Sense of Nationalism and Global Responsiveness	Graduates are rooted to a nationalist perspective in the manner they analyze issues concerning the Philippine setting in general while exhibiting world-class caliber in response to the demands of the global scenario.	



COURSE PLAN

Week	Topic	Learning Outcomes	Methodology	Resources	Assessment
Week 1	<ul style="list-style-type: none">Course Introduction and Overview	<ul style="list-style-type: none">Students must be able to understand some central issues in the development of visual culture and the arts.	<ul style="list-style-type: none">LectureGroup Discussion	<ul style="list-style-type: none">Course Syllabus	<ul style="list-style-type: none">DiscussionRecitation
Week 2	Reading the Visual <ul style="list-style-type: none">The Activities of SeeingSeeing as ReadingSeeing in ContextTechniques of Seeing as ReadingTexts and genres	<ul style="list-style-type: none">Students must be able to recognize the importance of Visual Culture; Seeing as an activity of the Mind; and the formation of meaning in relation to texts and genres.	<ul style="list-style-type: none">LectureClass DiscussionGroup Dynamics	Reference materials as regards the content of these topics can be found in the following sources: <ul style="list-style-type: none">Tony Schirato and Jenn Webb (2004). "Reading the Visual" Published in Australia, National Library of Australia, 2004.Adorno, Theodor 1991, The Culture Industry: Selected Essays on Mass Culture, edited with an introduction by J.M. Bernstein, Routledge, LondonAgamben, Giorgio 1993, Stanzas: Word and Phantasm in Western Culture, translated by Ronald L. Martinez, University of Minnesota Press, MinneapolisAristotle, Poetics(350 BCE/1907), translated by S.H. Butcher, Ebook, http://classics.mit.edu/Aristotle/poetics.html,	<ul style="list-style-type: none">RecitationComparative AnalysisReportingQuiz



				<p>accessed 28 June 2002</p> <ul style="list-style-type: none"> • Benjamin, Walter 1968, Illuminations, edited with an introduction by Hannah Arendt, translated by Harry Zohn, Fontana, London • Bourdieu, Pierre 1984, Distinction: a Social Critique of the Judgement of Taste, translated by Richard Nice, Routledge, London • Butler, Judith 1993, Bodies that Matter: On the Discursive Limits of 'Sex', Routledge, New York • Kuhn, Thomas 1970, The Structure of Scientific Revolutions, 2nd edn, University of Chicago Press, Chicago • Lacan, Jacques 1977, Ecrits: A Selection, translated by Alan Sheridan, Tavistock/Routledge, London • Marcuse, Herbert 1978, The Aesthetic Dimension: Towards a Critique of Marxist Aesthetics, translated and revised by Herbert Marcuse and Erica Sherover, Macmillan, London • Plato 1953, 'Timaeus', in Dialogues vol. 3, 4th edn, translated by B. Jowett, Clarendon Press, Oxford 	
Week 3	<p>Visual Technologies</p> <ul style="list-style-type: none"> • Physiology of Seeing • Seeing in the World • Tacit Seeing • Seeing as Literacy 	<ul style="list-style-type: none"> • Explain and analyze the concept of visual technologies through the 	<ul style="list-style-type: none"> • Lecture • Class Discussion • Reporting 	<p>Reference materials as regards the content of these topics can be found in the following sources:</p> <ul style="list-style-type: none"> • Tony Schirato and Jenn Webb (2004). "Reading the Visual" Published in Australia, National Library 	<ul style="list-style-type: none"> • Recitation • Comparative Analysis • Reporting



		<p>concepts of physiology, tacit seeing and seeing as literacy.</p>		<p>of Australia, 2004.</p> <ul style="list-style-type: none"> Adorno, Theodor 1991, The Culture Industry: Selected Essays on Mass Culture, edited with an introduction by J.M. Bernstein, Routledge, London Agamben, Giorgio 1993, Stanzas: Word and Phantasm in Western Culture, translated by Ronald L. Martinez, University of Minnesota Press, Minneapolis Aristotle, Poetics(350 BCE/1907), translated by S.H. Butcher, Ebook, http://classics.mit.edu/Aristotle/poetics.html, accessed 28 June 2002 Benjamin, Walter (1935), "The Work of Art in the Age of Mechanical Reproduction," url: http://web.mit.edu/allanmc/www/benjamin.pdf Danto, Arthur (1964). "The Artworld" in Journal of Philosophy, Vol. 61, Issue 19. American Philosophical Association Eastern Division Sixty-First Annual Meeting, pp.571-584. 	
Week 4	<p>Communication and the Visual</p> <ul style="list-style-type: none"> The "Seeing Subject" Seeing and Sense Visual Saturation 	<ul style="list-style-type: none"> Construct a thorough analysis regarding the relationship between 	<ul style="list-style-type: none"> Lecture Class Discussion Reporting Film Showing 	<p>Reference materials as regards the content of these topics can be found in the following sources:</p> <ul style="list-style-type: none"> Tony Schirato and Jenn Webb (2004). "Reading the Visual" Published in Australia, National Library 	<ul style="list-style-type: none"> Recitation Comparative Analysis Reporting Quiz



		Communication and the Visual.	<ul style="list-style-type: none">• Script analysis• AVP	<p>of Australia, 2004.</p> <ul style="list-style-type: none">• Adorno, Theodor 1991, The Culture Industry: Selected Essays on Mass Culture, edited with an introduction by J.M. Bernstein, Routledge, London• Agamben, Giorgio 1993, Stanzas: Word and Phantasm in Western Culture, translated by Ronald L. Martinez, University of Minnesota Press, Minneapolis• Aristotle, Poetics(350 BCE/1907), translated by S.H. Butcher, Ebook, http://classics.mit.edu/Aristotle/poetics.html, accessed 28 June 2002• Benjamin, Walter 1968, Illuminations, edited with an introduction by Hannah Arendt, translated by Harry Zohn, Fontana, London• Bourdieu, Pierre 1984, Distinction: a Social Critique of the Judgement of Taste, translated by Richard Nice, Routledge, London• Butler, Judith 1993, Bodies that Matter: On the Discursive Limits of 'Sex', Routledge, New York• Kuhn, Thomas 1970, The Structure of Scientific Revolutions, 2nd edn, University of Chicago Press, Chicago• Lacan, Jacques 1977, Ecrits: A Selection, translated by Alan Sheridan, Tavistock/Routledge, London• Marcuse, Herbert 1978, The Aesthetic Dimension:	
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				<p>Towards a Critique of Marxist Aesthetics, translated and revised by Herbert Marcuse and Erica Sherover, Macmillan, London</p> <ul style="list-style-type: none">Plato 1953, 'Timaeus', in Dialogues vol. 3, 4th edn, translated by B. Jowett, Clarendon Press, Oxford	
Week 5	<p>Images as Signs</p> <ul style="list-style-type: none">Images and MeaningThe Pictorial TurnCommunicating and Cultural Fields	<ul style="list-style-type: none">Evaluate the origin of meaning through the concepts of images and signs, and included in this context is the role of communication as influenced by the cultural fields;	<ul style="list-style-type: none">LectureClass DiscussionReportingText analysis	<p>Reference materials as regards the content of these topics can be found in the following sources:</p> <ul style="list-style-type: none">Tony Schirato and Jenn Webb (2004). "Reading the Visual" Published in Australia, National Library of Australia, 2004.Adorno, Theodor 1991, The Culture Industry: Selected Essays on Mass Culture, edited with an introduction by J.M. Bernstein, Routledge, LondonAgamben, Giorgio 1993, Stanzas: Word and Phantasm in Western Culture, translated by Ronald L. Martinez, University of Minnesota Press, MinneapolisAristotle, Poetics(350 BCE/1907), translated by S.H. Butcher, Ebook, http://classics.mit.edu/Aristotle/poetics.html, accessed 28 June 2002Benjamin, Walter 1968, Illuminations, edited with an introduction by Hannah Arendt, translated by Harry Zohn, Fontana, LondonBourdieu, Pierre 1984, Distinction: a Social	<ul style="list-style-type: none">RecitationComparative AnalysisReportingQuiz



				<p>Critique of the Judgement of Taste, translated by Richard Nice, Routledge, London</p> <ul style="list-style-type: none">• Butler, Judith 1993, Bodies that Matter: On the Discursive Limits of 'Sex', Routledge, New York• Kuhn, Thomas 1970, The Structure of Scientific Revolutions, 2nd edn, University of Chicago Press, Chicago• Lacan, Jacques 1977, Ecrits: A Selection, translated by Alan Sheridan, Tavistock/Routledge, London• Marcuse, Herbert 1978, The Aesthetic Dimension: Towards a Critique of Marxist Aesthetics, translated and revised by Herbert Marcuse and Erica Sherover, Macmillan, London• Plato 1953, 'Timaeus', in Dialogues vol. 3, 4th edn, translated by B. Jowett, Clarendon Press, Oxford	
Week 6	<p>Visuality and Reality</p> <ul style="list-style-type: none">• Reading the Real• The Reality Function	<ul style="list-style-type: none">• Examine the connection of visuality and reality;	<ul style="list-style-type: none">• Lecture• Class Discussion• Reporting	<p>Reference materials as regards the content of these topics can be found in the following sources:</p> <ul style="list-style-type: none">• Tony Schirato and Jenn Webb (2004). "Reading the Visual" Published in Australia, National Library of Australia, 2004.• Adorno, Theodor 1991, The Culture Industry: Selected Essays on Mass Culture, edited with an introduction by J.M. Bernstein, Routledge, London• Agamben, Giorgio 1993, Stanzas: Word and	<ul style="list-style-type: none">• Recitation• Comparative Analysis• Reporting• Quiz



				<p>Phantasm in Western Culture, translated by Ronald L. Martinez, University of Minnesota Press, Minneapolis</p> <ul style="list-style-type: none">• Aristotle, Poetics(350 BCE/1907), translated by S.H. Butcher, Ebook, http://classics.mit.edu/Aristotle/poetics.html, accessed 28 June 2002• Benjamin, Walter 1968, Illuminations, edited with an introduction by Hannah Arendt, translated by Harry Zohn, Fontana, London• Bourdieu, Pierre 1984, Distinction: a Social Critique of the Judgement of Taste, translated by Richard Nice, Routledge, London• Butler, Judith 1993, Bodies that Matter: On the Discursive Limits of 'Sex', Routledge, New York• Kuhn, Thomas 1970, The Structure of Scientific Revolutions, 2nd edn, University of Chicago Press, Chicago• Lacan, Jacques 1977, Ecrits: A Selection, translated by Alan Sheridan, Tavistock/Routledge, London• Marcuse, Herbert 1978, The Aesthetic Dimension: Towards a Critique of Marxist Aesthetics, translated and revised by Herbert Marcuse and Erica Sherover, Macmillan, London• Plato 1953, 'Timaeus', in Dialogues vol. 3, 4th edn, translated by B. Jowett, Clarendon Press, Oxford	
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Week 7	Visual Narratives <ul style="list-style-type: none"> What is a narrative? Plot and Narrative Time and Narrative Content and Narrative 	<ul style="list-style-type: none"> Explain the elements of Visual Narratives; 	<ul style="list-style-type: none"> Lecture Class Discussion Reporting Filmshowing Script analysis AVP 	Reference materials as regards the content of these topics can be found in the following sources: <ul style="list-style-type: none"> Tony Schirato and Jenn Webb (2004). "Reading the Visual" Published in Australia, National Library of Australia, 2004. Bourdieu, Pierre 1984, Distinction: a Social Critique of the Judgement of Taste, translated by Richard Nice, Routledge, London Butler, Judith 1993, Bodies that Matter: On the Discursive Limits of 'Sex', Routledge, New York Kuhn, Thomas 1970, The Structure of Scientific Revolutions, 2nd edn, University of Chicago Press, Chicago 	<ul style="list-style-type: none"> Recitation Comparative Analysis Reporting Quiz
Week 8	MIDTERM EXAMINATION				
Week 9	The Family of genres <ul style="list-style-type: none"> The Organization of Everyday Life Everyday Life as Narrative Reading Images Image into text 	<ul style="list-style-type: none"> Explain some salient tenets of the family of genres through an analysis of the everyday life; 	<ul style="list-style-type: none"> Lecture Class Discussion Reporting Filmshowing Script analysis AVP 	Reference materials as regards the content of these topics can be found in the following sources: <ul style="list-style-type: none"> Tony Schirato and Jenn Webb (2004). "Reading the Visual" Published in Australia, National Library of Australia, 2004. Bourdieu, Pierre 1984, Distinction: a Social Critique of the Judgement of Taste, translated by 	<ul style="list-style-type: none"> Recitation Comparative Analysis Reporting Quiz



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Week 10	<p>Visual Art, Visual Culture</p> <ul style="list-style-type: none">• The identity of art• Art versus culture• Reading artworks	<ul style="list-style-type: none">• Explain the important aspects of visual art and visual culture;• Understand and be critical about the importance of reading artworks.	<ul style="list-style-type: none">• Lecture• Class Discussion• Reporting• Film Showing• Script analysis• AVP	<p>Reference materials as regards the content of these topics can be found in the following sources:</p> <ul style="list-style-type: none">• Tony Schirato and Jenn Webb (2004). "Reading the Visual" Published in Australia, National Library of Australia, 2004.• Adorno, Theodor 1991, The Culture Industry: Selected Essays on Mass Culture, edited with an introduction by J.M. Bernstein, Routledge, London• Agamben, Giorgio 1993, Stanzas: Word and Phantasm in Western Culture, translated by Ronald L. Martinez, University of Minnesota Press, Minneapolis• Butler, Judith 1993, Bodies that Matter: On the Discursive Limits of 'Sex', Routledge, New York• Kuhn, Thomas 1970, The Structure of Scientific Revolutions, 2nd edn, University of Chicago Press, Chicago• Lacan, Jacques 1977, Ecrits: A Selection, translated by Alan Sheridan, Tavistock/Routledge,	<ul style="list-style-type: none">• Recitation• Comparative Analysis• Reporting• Quiz



				<p>London</p> <ul style="list-style-type: none">• Marcuse, Herbert 1978, <i>The Aesthetic Dimension: Towards a Critique of Marxist Aesthetics</i>, translated and revised by Herbert Marcuse and Erica Sherover, Macmillan, London• Plato 1953, 'Timaeus', in <i>Dialogues</i> vol. 3, 4th edn, translated by B. Jowett, Clarendon Press, Oxford	
Week 11	<p>The Field of Artistic Production</p> <ul style="list-style-type: none">• Art for Art's Sake• High art and Popular Culture• Art as Value• The Artistic Fetish	<ul style="list-style-type: none">• Discuss and expose the effects of perception in the field of artistic production; and, understand the underlying concepts behind art and culture and the fetishism involved in it.	<ul style="list-style-type: none">• Lecture• Class Discussion• Reporting• Filmshowing• Script analysis• AVP	<p>Reference materials as regards the content of these topics can be found in the following sources:</p> <ul style="list-style-type: none">• Tony Schirato and Jenn Webb (2004). "Reading the Visual" Published in Australia, National Library of Australia, 2004.• Adorno, Theodor 1991, <i>The Culture Industry: Selected Essays on Mass Culture</i>, edited with an introduction by J.M. Bernstein, Routledge, London• Agamben, Giorgio 1993, <i>Stanzas: Word and Phantasm in Western Culture</i>, translated by Ronald L. Martinez, University of Minnesota Press, Minneapolis• Butler, Judith 1993, <i>Bodies that Matter: On the Discursive Limits of 'Sex'</i>, Routledge, New York• Kuhn, Thomas 1970, <i>The Structure of Scientific Revolutions</i>, 2nd edn, University of Chicago Press, Chicago	<ul style="list-style-type: none">• Recitation• Comparative Analysis• Reporting• Quiz



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Weeks 12	Art and the Aura <ul style="list-style-type: none"> • The Withering of the Aura • Aesthetic Sense • Aesthetic Judgment • Aesthetic Pleasure • Aesthetics and the Social 	<ul style="list-style-type: none"> • Cite some of the major distinguishing characteristics of the evolution of aesthetic judgment and its effects in the social aspect. 	<ul style="list-style-type: none"> • Lecture • Class Discussion • Reporting • Film Showing • Script analysis • AVP 	<p>Reference materials as regards the content of these topics can be found in the following sources:</p> <ul style="list-style-type: none"> • Tony Schirato and Jenn Webb (2004). "Reading the Visual" Published in Australia, National Library of Australia, 2004. • Adorno, Theodor 1991, <i>The Culture Industry: Selected Essays on Mass Culture</i>, edited with an introduction by J.M. Bernstein, Routledge, London • Agamben, Giorgio 1993, <i>Stanzas: Word and Phantasm in Western Culture</i>, translated by Ronald L. Martinez, University of Minnesota Press, Minneapolis • Butler, Judith 1993, <i>Bodies that Matter: On the Discursive Limits of 'Sex'</i>, Routledge, New York 	<ul style="list-style-type: none"> • Recitation • Comparative Analysis • Reporting • Quiz



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Week 13	FINAL EXAMINATION				



COURSE GRADING SYSTEM

Class Standing	70%
<ul style="list-style-type: none">• Attendance• Quizzes• Recitation/ Responses to discussion-questions• Quality of sharing as committed reader during the assigned class session• Creative presentation• Assignments• Group Activity outputs• Group activities• 2 Short Papers	

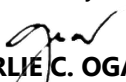
Midterm / Major Paper (final paper)	<u>30%</u>	100%
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$$\frac{\text{Midterm Grade} + \text{Final Term Grade}}{2} = \text{FINAL GRADE}$$



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COLLEGE OF ARTS AND LETTERS
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Approved by:





DR. EVANGELINA S. SERIL
Dean, College of Arts and Letters

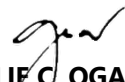
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Reviewed by the Committee


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Revised as of September 2018

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