LIBERTY UNIVERSITY

Online · School of Communication & the Arts · Studio & Digital Arts

Art as Communication

ARTS-209

CG   Section 8WK   11/08/2019 to 04/16/2020   Modified 11/01/2021

💻 Course Description

This course serves to cultivate an understanding of the language, aesthetics, and cultural impacts of visual communication. The focus is on discourse that fosters the development of ideational, analytical, and rhetorical writing skills necessary for demonstrating critical thinking in the analysis and critique process concerning visual images. Two analytical papers—based upon studies of the visual images focusing on the agency of the image, the social practices and effects of its viewing and the specificity of views taken by various audiences—and a literary research paper, sequentially developed, are required. (Formerly ARTS 300)

Requisites

    For information regarding prerequisites for this course, please refer to the [Academic Course Catalog (https://catalog.liberty.edu/)](https://catalog.liberty.edu/)

◎ Rationale

Visual art, in both traditional and digital form, has long been a means of human communication and expression. Individuals and groups use it to investigate, express, and communicate ideas, feelings, and experiences. Visual art is a language in its own right, being a major way of symbolically communicating. Research, analysis, and critique of contemporary and historical aspects of these visual communications will benefit the student by enabling accurate interpretations of visual art. Since this course is taught from a Christian perspective, the student additionally benefits from analyzing visual art as a means of communicating the full range of human experience.

📊 Course Learning Outcomes

Upon successful completion of this course, the student will be able to:

A. Discover and evaluate basic creative theories and methodologies.
B. Communicate information effectively through a variety of creative methods, using technology when appropriate.
C. Analyze and assess various forms of symbolism and expression to determine their meaning.
D. Demonstrate a basic understanding of the role of research and scholarship in order to apply it to creative works.
E. Relate creative communication to participation in God's redemptive work.

General Education Foundational Skill Learning Outcomes: Social and Scientific inquiry

Upon successful completion of this course, the student will be able to:

- CIL 1: Discover and evaluate information to accomplish a specific purpose.
- CIL 2: Communicate information effectively in the English language, orally and/or through writing, for a variety of purposes, using technology when appropriate.
- CIL 3. Analyze and assess various forms of information and expression to determine their meaning, employing technology with relevant.
- CIL 4: Demonstrate a basic understanding of the role of research and scholarship in order to apply it in various contexts.
- CIL 5: Relate communication and information literacy to participation in God's redemptive work.

📘 Course Resources

Required Resources

Click on the following link to view the required resource(s) for the term in which you are registered: [Liberty University Online Bookstore (https://bncvirtual.com/liberty)](https://bncvirtual.com/liberty)

Additional Materials for Learning

A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Canvas [recommended browsers (https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Canvas/ta-p/66)](https://community.canvaslms.com/t5/Canvas-Basics-Guide/What-are-the-browser-and-computer-requirements-for-Canvas/ta-p/66)
D. Microsoft Word
E. [MLA Style Guide (https://www.liberty.edu/academics/casas/academicsuccess/index.cfm?PID=24015)](https://www.liberty.edu/academics/casas/academicsuccess/index.cfm?PID=24015)
F. Illustration Markers
G. Bristol Paper Pad
H. Drawing Pencils
I. Ruler

≔ Course Assignments

Textbook readings and lecture presentations

Course Requirements Checklist

After reading the Course Syllabus and Student Expectations, the student will complete the related checklist found in the Course Overview.

Discussions (3)

Discussions are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. Each thread must be 250 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be 150 words. This assignment aligns with the following FSLOs: CIL 2, 3 and 5.

Cognitive Theory Project Planning Assignment

This project will be completed in 2 parts: planning and execution. After selecting a target audience and message, the student will create a work of art meant to persuade the viewer about a particular idea. The final product (determined by the student's chosen medium) will be accompanied by a PowerPoint presentation demonstrating the student's creative process. This assignment aligns with the following FSLOs: CIL 1, 2, 3 and 4.

Cognitive Theory Project Execution Assignment

This project will be completed in 2 parts: planning and execution. After selecting a target audience and message, the student will create a work of art meant to persuade the viewer about a particular idea. The final product (determined by the student's chosen medium) will be accompanied by a PowerPoint presentation demonstrating the student's creative process. This assignment aligns with the following FSLOs: CIL 1, 2, 3 and 4.

Semiotics Project Assignment

The student will choose a medium to create a piece that has semiotic significance. The final product (determined by the student's chosen medium) will be accompanied by a PowerPoint presentation demonstrating the student's creative process. This assignment aligns with the following FSLOs: CIL 1, 2, 3 and 4.

Gestalt Project Assignment

The student will choose a medium to create a piece that uses the Gestalt Laws of Perception as tools for creating emphasis, a focal point, unity, and significance. The final product (determined by the student's chosen medium) will be accompanied by a

PowerPoint presentation demonstrating the student's creative process. This assignment aligns with the following FSLOs: CIL 1, 2, 3 and 4.

Critical Analysis Paper Assignment

The student will write a 2–3-page research-based paper in current MLA format that presents a critical analysis of a work of art. The paper must include at least 3 reference(s) in addition to the course textbooks and the Bible. This assignment aligns with the following FSLOs: CIL 1, 2, 3 and 4.

Quizzes (4)

Each quiz will cover the Learn material for the assigned Module(s): Week(s). Each quiz will be open-book/open-notes, contain a variety of multiple-choice, true/false, and essay questions, and have a 2 hour time limit.

✔ Course Grading

Course Requirements Checklist		10
Discussions (3 at 50 pts ea)		150
Cognitive Theory Project Planning Assignment		90
Cognitive Theory Project Execution Assignment		150
Semiotics Project Assignment		150
Gestalt Project Assignment		150
Critical Analysis Paper Assignment		150
Quiz: Visual Communication	(Modules 1 and 3)	40
Quiz: Visual Stereotypes	(Modules 4–5)	40
Quiz: Visual Culture	(Modules 7)	40
Quiz: Media	(Modules 8)	40
Total		1010

🏛 Policies

Late Assignment Policy

Course Assignments, including discussions, exams, and other graded assignments, should be submitted on time.

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week after the due date will receive up to a 10% deduction.
2. Assignments submitted more than one week and less than 2 weeks late will receive up to a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted outside of special circumstances (e.g. death in the family, significant personal health issues), which will be reviewed on a case-by-case basis by the instructor.
4. Group projects, including group discussion threads and/or replies, and assignments will not be accepted after the due date outside of special circumstances (e.g. death in the family, significant personal health issues), which will be reviewed on a case-by-case basis by the instructor.

Disability Assistance

Students with a disability and those with medical conditions associated with pregnancy may contact Liberty University's Online Office of Disability Accommodation Support (ODAS) at LUOODAS@liberty.edu for accommodations. Such accommodations require appropriate documentation of your condition.   For more information about ODAS and the accommodations process, including how to request an accommodation, please visit https://www.liberty.edu/online/online-disability-accommodation-support/ (https://www.liberty.edu/online/online-disability-accommodation-support/). Requests for accommodations not related to disabilities or pregnancy must be directed to the Registrar's Office, which generally handles medical needs support.

If you have a complaint related to disability discrimination or an accommodation that was not provided, you may contact ODAS or the Office of Equity and Compliance by phone at (434) 592-4999 or by email at equityandcompliance@liberty.edu. Click to see a full copy of Liberty's Discrimination, Harassment, and Sexual Misconduct Policy (https://www.liberty.edu/media/1226/Liberty_University_Discrimination_Harassment_and_Sexual_Misconduct_Policy.pdf) or the Student Disability Grievance Policy and Procedures (http://www.liberty.edu/media/8021/Disability_Grievance_Procedures.pdf).

Course Attendance

In an effort to comply with U.S. Department of Education policies, attendance is measured by physical class attendance or any submission of a required assignment within the enrollment dates of the course (such as examinations, written papers or projects, any discussion posts, etc.) or initiating any communication with one's professor regarding an academic subject. More information regarding the attendance policy (https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwiki.os.liberty.edu%2Fdisplay%2FIE%2FOnline%2BAttendance%2Band%2BNon-Attendance&data=02%7C01%7Caccollins2%40liberty.edu%7Cd91431fa6ac547056b5408d833029e1a%7Cbaf8218eb3024465a9934a39c97251b2%7C0%7C0%7C637315433613719138&sdata=%2BNBTsPOoXuHAPLflSQRugK7cRSuV6UyC7qD3agf3l2k%3D&reserved=0) can be found in the Academic Course Catalogs (https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.liberty.edu%2Findex.cfm%3FPID%3D791&data=02%7C01%7Caccollins2%40liberty.edu%7Cd91431fa6ac547056b5408d833029e1a%7Cbaf8218eb3024465a9934a39c97251b2%7C0%7C0%7C637315433613729132&sdata=DjjhMiRBhnF%2B2ZJUC8eBd1OdNb26S9ADukODYsilXlA%3D&reserved=0). Regular attendance in online courses is expected throughout the length of the term. Students who do not attend within the first week of a sub-term by submitting a required academic assignment (such as the Course Requirements Checklist, an examination, written paper or project, discussion post, or other academic activity) will be dropped from the course. Students who wish to re-engage in the course are encouraged to contact Academic Advising to discuss their enrollment options. Students who begin an online course, but at some point in the semester cease attending, and do not provide official notification to withdraw, will be assigned a grade of "FN" (Failure for Non-Attendance (https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwiki.os.liberty.edu%2Fdisplay%2FIE%2FUnofficial%2BWithdrawals&data=02%7C01%7Caccollins2%40liberty.edu%7Cd91431fa6ac547056b5408d833029e1a%7Cbaf8218eb3024465a9934a39c97251b2%7C0%7C0%7C637315433613729132&sdata=MoMvZdPfza69InuhVHMHAVgu59ZP0Fw45xJTu9PIBrU%3D&reserved=0)). Students wishing to withdraw from courses after the official start date should familiarize themselves with the withdrawal policy.

Grading Scale

A	B	C	D	F
900-1010	800-899	700-799	600-699	0-599

For courses with a Pass/NP final grade, please refer to the Course Grading section of this syllabus for the assignment requirements and/or point value required to earn a Passing final grade.

Add/Drop Policy

The full policy statement and procedures are published in the [Policy Directory (https://wiki.os.liberty.edu/display/IE/Dropping+and+Adding+Online+Classes)](https://wiki.os.liberty.edu/display/IE/Dropping+and+Adding+Online+Classes).

Honor Code

Liberty University comprises a network of students, Alumni, faculty, staff and supporters that together form a Christian community based upon the truth of the Bible. This truth defines our foundational principles, from our Doctrinal Statement to the Code of Honor. These principles irrevocably align Liberty University's operational procedures with the long tradition of university culture, which remains distinctively Christian, designed to preserve and advance truth. Our desire is to create a safe, comfortable environment within our community of learning, and we extend our academic and spiritual resources to all of our students with the goal of fostering academic maturity, spiritual growth and character development.

Communities are predicated on shared values and goals. The Code of Honor, an expression of the values from which our Doctrinal Statement was born, defines the fundamental principles by which our community exists. At the core of this code lie two essential concepts: a belief in the significance of all individuals, and a reliance on the existence of objective truth.

While we acknowledge that some may disagree with various elements of the Code of Honor, we maintain the expectation that our students will commit to respect and uphold the Code while enrolled at Liberty University.

Adherence to the principles and concepts established within facilitates the success of our students and strengthens the Liberty community.

The Code of Honor can be viewed in its entirety at [http://www.liberty.edu/index.cfm?PID=19155 (http://www.liberty.edu/index.cfm?PID=19155)](http://www.liberty.edu/index.cfm?PID=19155).

📅 Schedule

When	Topic	Notes
Course Overview	Student Acknowledgements	Course Requirements Checklist
Module 1: Week 1	Learn	Read: 5 items Watch: 1 item
	Apply	Group Discussion: Faith and Art
Module 2: Week 2	Learn	Read: 1 item Watch: 1 item
	Apply	Discussion: Historical Periods
Module 3: Week 3	Learn	Read: 2 items Watch: 2 items

When	Topic	Notes
	Apply	Cognitive Theory Project: Planning Assignment Quiz: Visual Communication
Module 4: Week 4	Learn	Read: 1 item Watch: 1 item
	Apply	Cognitive Theory Project: Execution Assignment
Module 5: Week 5	Learn	Read: 1 item Watch: 1 item
	Apply	Discussion: God's Revelation Through Symbols Quiz: Visual Stereotypes
Module 6: Week 6	Learn	Read: 1 item Watch: 1 item
	Apply	Semiotics Project Assignment
Module 7: Week 7	Learn	Read: 1 item Watch: 3 items Interact: 1 item
	Apply	Gestalt Project Assignment Quiz: Visual Culture
Module 8: Week 8	Learn	Read: 1 item Watch: 2 items Interact: 1 item
	Apply	Critical Analysis Paper Assignment Quiz: Media