

College of San Mateo
Official Course Outline

1. COURSE ID: ART 350 **TITLE:** Visual Perception

Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours

Method of Grading: Letter Grade Only

Recommended Preparation:

ART 204

2. COURSE DESIGNATION:

Degree Credit

Transfer credit: CSU; UC

AA/AS Degree Requirements:

CSM - GENERAL EDUCATION REQUIREMENTS: E5c. Humanities

3. COURSE DESCRIPTIONS:

Catalog Description:

Visual exploration into natural forms and man-made objects as an expression of art using photography as the medium. Covers basic principles of perception, light and color, composition and visual awareness.

Encourages students to transmit their aesthetic, intellectual and emotional concerns through the photographic medium. Instruction in the basic use of digital cameras, lenses and creative controls in photography including critiques. Extra supplies may be required.

4. STUDENT LEARNING OUTCOME(S) (SLO'S):

Upon successful completion of this course, a student will meet the following outcomes:

1. Demonstrate a knowledge and understanding of the camera.
2. Use the photographic medium as a means of personal expression.
3. Create effective compositions using the design principles of visual perception.
4. Critically analyze and evaluate their work, the work of their peers and the work of professional photographers.

5. SPECIFIC INSTRUCTIONAL OBJECTIVES:

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

1. Purpose versus Task. The purpose of the class is to heighten the visual awareness of students allowing them to develop an understanding of visual communication. Since the class is within the Fine Arts department, the communication will generally take the form of self-expression, rather than news, advertising, etc. The task of the class is to become proficient using visual perception and see how the photograph is a means of self-expression. Also, through the study of historical and contemporary photographs, students will learn to describe, interpret and evaluate photographic imagery. This ability will be refined through critiques, classroom discussion, and a written exhibition report.

6. COURSE CONTENT:

Lecture Content:

A. The Creative Process:

1. Observing: the ability to slow down the world and yourself.
2. Discovering: developing a deeper fascination for life and the world.
3. Examining: refining your ability to critically analyze.
4. Interpreting: develop insights of yourself and society.
5. Response: a personal (visual) response-a photograph.

B. Exploration of Composition including:

1. Figure/Ground. (Subject identification and visual separation from background.)
2. Foundations of composition--Light, line shape and shadow.
3. Use of natural light.
4. Creating relationships between visual elements within the composition.
5. Defining the boundaries of your composition.

C. Cameras

1. Depiction of focus and exposure control.

2. Understanding that the visual elements within the composition must be sharply defined.
3. Depiction of motion, exposure control.
4. Lenses.
5. Perspective.

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Critique
- C. Activity
- D. Discussion
- E. Field Experience
- F. Individualized Instruction
- G. Other (Specify):
 1. Digitally presented images demonstrating successful assignments done by both master photographers and past students. (See SLOs: 3, 4.)
 2. Classroom presentation analyzing prominent photographer's work that demonstrates masterful composition. (See SLOs: 1, 4.)
 3. Individual student-teacher conferences. (See SLOs: 2, 4.)
 4. Out of class assignments. Students will make photographic images, on their own time. (See SLOs: 1, 2, 3.)
 5. Projection critiques of student work. (See SLO: 4.)
 6. Writing assignments. Students will be required to write and submit a 2-3 page museum report. (See SLO: 4.)

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Writing a Museum Report.

- Describe the gallery name, title of exhibit, and the artist's; style-- landscape, portrait, size of prints, Etc.
- View the entire exhibit (1st pass--overview) View again (2nd pass) and select 3 photos. Write a lengthy paragraph of each selected image. Describe type of light, use of tonal values and color.
- Interpret: Why was this art created? Was it political, does it describe environmental conditions? Is the art about, beauty, personal expression or social issues?
- Evaluate: Was the exhibit interesting? Did it make you think? How does it make you feel?
 - 1.5 - 2.5 pages printed on paper.

Reading Assignments:

Reading assignments from: Photography - Upton London.

- Chapter 1. Getting started.
- Chapter 2. The camera.
- Chapter 3. The lens.
- Chapter 4. Exposure.
- Chapter 15. Seeing photographs.
- Chapter 16. History of Photography.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Performance
- C. Homework
- D. Papers
- E. Portfolios
- F. Image assessment in group critique. Exhibition report. Written test. Participation during class discussion and critiques of student portfolios.

10. **REPRESENTATIVE TEXT(S):**

Possible textbooks include:

A. Upton and London. *Photography*, 12th ed. New York, New York: Pearson, 2016

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Course Originator: Richard Lohmann