Comm 125 Artistic Understanding Designation Proposal

Teaching: how the course will guide students to achieve the learning outcomes.

Communication 125, Media, Technologies and Culture, provides students with a comprehensive overview of the theories and practices that form the core of the field of media and cultural studies. Within this context, Comm 125 uses works of art (in the form of films, television programs, websites, blogs, images, and written texts) as exemplary cultural objects with which to examine the key concepts that the course covers. Consequently, students view works of art at intervals across the semester (see sample syllabus for examples) (1a) and discuss these works within the framework of film, media, and cultural studies (1b) and in so doing are asked to deploy the appropriate vocabulary and contexts (1c and 1d). All of these activities are explicit and progressive as students are called upon to explore further learning outcomes 1a-d in the form of short critical essays throughout the semester (which involves practices of looking and practices of critical evaluation within a media studies context). As for outcomes 2a and 2b, students are required to create a final media art project that incorporates themes and ideas from throughout the semester. This final media art project calls upon design and creative production skills that are introduced at intervals throughout the semester and results in the production of an artifact appropriate to film, media, and cultural studies – a conceptually-based art project presented through screen-based media or a video or audio program.

Learning: how coursework will be used to measure student learning of the outcomes.

Learning outcomes are assessed in relation to the following: course presentations on key topics (singly and in groups) and short critical essays that are submitted on an ongoing basis throughout the semester (1a-d). In addition, students take a mid-term exam or multiple quizzes which cover topics from the first half of the semester. This exam assesses students’ ability to carefully view works of art and media (1a), analyze these works for form and meaning (1b), apply appropriate vocabulary (1c), and to explore each works significance (1d). The final creative project has several steps to completion (lectures and discussion on art, design and production and work-in-progress presentations) which foregrounds process as it relates to artistic production (2a) and results in an appropriate artifact from media and cultural studies (which is evaluated in relation to a rubric) and a short write-up which links the creative art project with the conceptual aspects of theory as presented by the course in its entirety (1a-d and 2a-b).