

College of SCIENCE AND MATHEMATICS
 Unit of Communication Arts, Languages, and Literature

SYLLABUS

Course Title: Reading Visual Art
 Course Code: RVA
 Credits: 3.0

USTP Vision

A nationally-recognized Science and Technology (S&T) university providing the vital link between education and the economy.

USTP Mission

- Bring the world of work (industry) into the actual higher education and training of the students;
- Offer entrepreneurs of the opportunity to maximize their business potentials through a gamut of services from product conceptualization to commercialization;
- Contribute significantly to the national development goals of food security and energy sufficiency through technology solutions.

General Outcome

Semester/Year: 1st Sem, AY 2020-2021
 Class Schedule: TCM 3k1 MTh 10:30-12:00
 TCM 3k2 MTh 7:30-9:00
 TCM 3k3 M 9:00-10:30 F 3:00-4:30
 TCM 3k4 TF 10:30-12:00
 TCM 3k5 TF 1:30-3:00

Prerequisite(s): None

Co-requisite(s):

Bldg./Rm. No.

Instructor: Mr. Jayson G. Flores
 Email: Jayson.flores@ustp.edu.ph
 Mobile No.: 096509068174

Consultation Schedule: W|8:00AM-12:NN
 Bldg.Rm. No.: LRC Bldg 23
 Office Phone no./Local: (088) 856-1739 local 189
 Faculty Room:

I. Course Description: Reading Visual Art deals with the study of art appreciation, interpretation, and criticism. It surveys techniques, composition, materials terminology, and the culture and social influences of art forms. Designed for the non-art major; this course provides foundation for understanding the visual arts.

- *With CHED compliance on CMO 20 s.2013*

II. Course Outcome:

Course Outcomes (CO)	General Education Learning Outcomes																							
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	
[REDACTED]																								
[REDACTED]		I	I	D								D	I											
[REDACTED]		E	E	D													I		D	D		D	D	

<p>j. Reflect critically on shared concerns;</p> <p>k. Generate innovative practices and solutions guided by ethical standards;</p> <p>l. Make decisions based on moral norms of imperatives;</p> <p>m. Appreciate various art forms;</p> <p>n. Contribute to aesthetics.</p> <p>o. Advocate respect for human rights.</p> <p>p. Contribute personally and meaningfully to the country's development.</p> <p>Skills (Practical Skills)</p> <p>q. Work effectively in a group;</p> <p>r. Apply computing tools to process information effectively;</p> <p>s. Use current technology to assist and facilitate learning;</p> <p>t. Negotiate the world of Technology responsibly;</p> <p>u. Create solutions to problems in various fields;</p> <p>v. Manage one's knowledge, skills and values for responsible and productive living.</p> <p>w. Organize oneself for lifelong learning.</p>			3. Relate using basic image to one's life				it in doing self-introduction. May use: Tiktok Capcut	Task completion – 10 Total: 30	
	WEEK 3 3 hrs.	C01	1. Distinguish different tools used for visual art, film, and photography	Tools for: a. Visual Art b. Film c. photography	U1, U2, & U3	Lecture Class discussion Jamboard	TOOL COMPILATION Students compile pictures of tools used for visual art, film, and photography. Then, give a brief description. The class may opt to use Google Jamboard	Tiktok Criteria: Completeness-10 Creativity – 10 Task Completion-10 Total: 30	
	WEEK 4 3 hrs.	PRELIM EXAMINATION							
	WEEK 5 3 hrs.	CO2	1. Identify the elements of arts; 2. distinguish the usage of elements of the arts; and 3. apply the elements of arts in an art work.	Elements of Art	U14	Lecture Discussion Google Classroom Art Making	MY ARTWORK Students create an artwork by applying the elements of visual arts. Then, give a brief description/explanation of the art work created.	Criteria: Use of art elements – 10 Originality – 5 Visual Impact -5 Explanation – 5 Task Completion-5 Total: 30	

WEEK 6 3 hrs.	CO2	1. Define art criticism; and 2. Use the 4 basic steps in an art criticism activity.	Art Criticism	U15	Lecture Discussion Classroom Critique Paper	CRITIQUE PAPER Students critique an artwork using the steps in Art Criticism. Submission: USTeP (School's official LMS)	Criteria: Art's Perception – 5 Analysis of the art – 5 Interpretation -5 Judgment – 5 Task Completion- 5 Total: 25	
WEEK 7 3 hrs.	CO2	1. Differentiate Formal and Contextual Analysis; 2. Apply Formal and Contextual analysis in analyzing virtual Art.	Fundamental of interpretation: Formal and Contextual Analysis of Virtual Art	U4 & U5	Lecture Class discussion Analysis Paper on Formal and Contextual Analysis using a contemporary virtual art.	ANALYSIS PAPER Students write an analysis essay using formal and contextual way of analyzing an art. Art to be used: "Q3DVR" (2017) by Feng Mengbo, computer, Oculus Rift VR installation Submission: USTeP (School's official LMS)	Criteria: Use of Analysis – 15 Overall Content – 10 Task Completion – 5 Total: 30	
WEEK 8 3.0	MIDTERM EXAMINATIONS							

WEEK 9 3 hrs.	CO3	<p>1. Determine the concepts and elements of photography; and</p> <p>2. use the principles in conducting DIY photography at home.</p>	Photography -concepts and elements of photography	U7	<p>Lecture Discussion Classroom Produce an original photo Virtual Photo Exhibit</p> <p>Optional: The class may use Google Jamboard</p>	<p>PHOTO VIRTUAL EXHIBIT</p> <p>Students take photos around their house using the principles in photography. Then, they will conduct a virtual photo exhibit with brief explanation of the photos taken.</p> <p>Post: Facebook Group</p>	<p>Criteria: Visual Appeal – 10 Clarity of Expression – 10 Composition (considering the principles in photography) -10 Explanation - 10 Total - 40</p>	
WEEK 10 3 hrs.	CO3	<p>1. Identify the steps in analyzing an image; and</p> <p>2. Analyze a photo.</p>	Analyzing Photography	U8	<p>Lecture Discussion Classroom Photo analysis</p>	<p>PHOTO ANALYSIS</p> <p>Students analyze the given photo using the steps in analyzing photography.</p> <p>Submission: USTeP (School's official LMS)</p>	<p>Criteria: Analysis – 15 Content – 10 Task Completion – 5 Total: 30</p>	
WEEK 11 3 hrs.	PRE—FINAL EXAMINATION							

	WEEK 12 3 hrs.	CO4	<p>1. Define Cinema in the Philippine setting;</p> <p>2. Identify the cinematic genre; and</p> <p>3. write a reflection.</p>	<p>Philippine Cinema</p> <p>a. history</p> <p>b. cinematic genre</p> <p>c. general concepts of film</p>	U9 & U10	<p>Lecture Discussion</p> <p>Reflection paper</p>	<p>REFLECTION PAPER</p> <p>Students write a reflection paper about the general concepts of film in the Philippines. Students may choose a film as basis.</p> <p>Submission: USTeP (School's official LMS)</p>	<p>Criteria:</p> <p>Content – 10</p> <p>Quality of Writing – 10</p> <p>Task Completion – 10</p> <p>Total: 30</p>		
	WEEK 13 3 hrs.	CO4	<p>1. Determine ways how to analyze a film; and</p> <p>2. Conduct a film analysis through a creative production.</p>	Analyzing Film	U11 & U12	<p>Lecture Discussion</p> <p>Classroom Quiz</p> <p>Film Analysis</p>	<p>FILM ANALYSIS</p> <p>Students analyze a film of their choice through a creative production.</p> <p>Post: Facebook Group</p>	<p>Criteria:</p> <p>Content – 15</p> <p>Organization of thoughts – 10</p> <p>Basis on the film – 10</p> <p>Task completion – 5</p> <p>Total: 40</p>		
	3.0	FINAL EXAMINATIONS								

IV. Course Requirements and Guidelines:

1. a. Requirements:

Every student is required to:

- a. Prelim – Compilation of the tools for Visual Arts, Films, and Photography
- b. Midterm – Critique Paper
- c. Pre-Final – Photo Analysis
- d. Final – Film Analysis

b. Guidelines:

1. Students are expected to attend all regularly scheduled classes and come prepared to participate fully in-class activities.
2. Students are further expected to be on time for all classes. Arriving late is disrespectful to both the instructors and to fellow students.
3. Excuse absences are determined by the teacher, in some instances, a doctor's certification may be required.
4. Students are expected to do the required home readings before class, volunteer for presentation, and participate actively in class discussions.
5. Deadlines must be respected, even in case of excused absences.

2. Course Readings/Materials:

R1. Schirato, T. & Webb, J. (2004). Reading the Visual. Australia: National Library of Australia

R2: Sonsona, R.P.J., Pamintuan M. C., Balagbano, J., Echem E. (2019). Art Appreciation: Perception and Expression. Quezon City: Panasia Book Exchange Inc.

R3 USTP Handbook

(b) Supplies needed (calculators, softwares, workbooks, disks, CDs, lab supplies, art supplies, etc.)

i. Art supplies

(c) URLs for online resources

U1. <https://www.creativeblog.com/art/16-essential-art-tools-artists-41619768>

U2. <https://nofilmschool.com/2017/12/watch-what-are-ten-tools-every-filmmaker-should-buy>

U3. <https://www.bhphotovideo.com/explora/photography/buying-guide/10-key-accessories-photographers>

U4. <https://writingaboutart.org/pages/formalanalysis.html#:~:text=Formal%20analysis%20is%20a%20specific%20type%20of%20visual%20description.&text=Instead%20it%20is%20an%20explanation,is%20historical%20or%20cultural%20context.>

U5. https://www.pinerichland.org/cms/lib/PA01001138/Centricity/Domain/94/Contextual_Analysis_NewHampshireInstituteofArt.pdf

U6. https://kupdf.net/download/national-artists-of-the-philippines_59d63f1e08bbc59d5fd1213b_pdf

U7. <https://expertphotography.com/principles-of-design-photography/>

U8. <https://www.instructables.com/id/How-to-Analyze-a-Photograph/>

U9. <https://ncca.gov.ph/about-ncca-3/subcommissions/subcommission-on-the-arts-sca/cinema/history-of-philippine-cinema/>

U10. https://nanopdf.com/download/history-of-philippine-cinema_pdf

U11. <https://www.uww.edu/Documents/colleges/cls/Departments/Film%20Studies/Downloadable%20Analysis%20Guide.pdf>

U12. https://is.muni.cz/el/1421/jaro2018/AJ18085/film_analysis.pdf

U13. <https://www.silent-gardens.com/culture.php>

U14. <https://www.widewalls.ch/magazine/five-elements-of-art>

U15.

https://www.uwgb.edu/malloyk/art_criticism_and_formal_analysi.htm#:~:text=Art%20criticism%20is%20responding%20to,cultures%20close%20to%20their%20own.

3. Assignments, Assessment, and Evaluation

- (a) Policy concerning homework – 6 homework/assignment in a Term
- (b) Policy concerning make-up exams – refer to student handbook
- (c) Policy concerning late assignments/requirements – late assignments will not be accepted
- (d) Preliminary information on term papers or projects, with due dates – late projects will be given equivalent deduction per hour
- (e) List of assignments that will impact the final grade and % weight given each – 3 assignments per term
- (f) Description in detail of grading processes and criteria (how many quizzes, tests, papers; weighting of each; amount of homework, etc.) or the GRADING POLICY
(Passing Percentage is 70 %)

Term Grade (University Grading System):

A. Lecture Course

Class Performance Item	- 10%
Quizzes (All Quizzes, Prelim, and Pre-final Exams)	- 40%
Major Exam (i.e. Midterm and Final Exams)	- 30%
Performance Innovative Task/Project	- 20%
Total	-100%

$$\text{FFG} = \text{MG} + (\text{FG} \times 2) / 3$$

Note:

- **Performance Task includes all class participation activities such as written exercises, assignments, homework, etc.**
- **Drill Problems/ Seatworks/ Laboratory Reports/Attendance and Assignments (DSL A)**

(g) Subject-to-change notice - TBA

(h) Date and time of Final Exam – TBA

4. Use of VLS in class

To distribute course materials, to communicate and collaborate online, to post grades, to submit assignments, and to give you online quizzes and surveys.

Prepared by:

	<p>Jayson G. Flores Faculty Coordinator/ Chair Dean</p>
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