



#### 4.0 Course description (course title includes Topic)

**Course number: PHAP 350**

**Name of Course & Topic – Long Title:** Ad Topic: The Referential Image: Culture, Materials and Technology

**Name of Course & Topic – Short Title (33 characters):** Ad Topic: The Referential Image

The class will investigate how meaning is created through a research based use of cultural references, materials and technology. Both traditional and developing technologies will be examined. This class will require students to research the work of specific photographers, artists, materials, cultural/social issues and technology in developing research to support a working thesis for their own work. As advertising photographers we create imagery that must attract and engage viewers in a matter of seconds – thoughtful use of media, materials and familiar references combine to create recognition and/or interest in the viewer and are essential components of enduring, iconic work.

#### 5.0 Possible resources (texts, references, computer packages, etc.)

This course will incorporate numerous readings, audio recordings and films and videos, however no textbook is required.

#### 6.0 Topics (outline):

- 6.1 Forms of relevant technology
- 6.2 Investigation of Culture
- 6.3 Examination of relevant materials
  - 6.3.1 Research Materials
  - 6.3.2 Content
  - 6.3.3 Physical Materials
- 6.4 Collaboration
  - 6.4.1 Historical
  - 6.4.2 Contemporary

#### 7.0 Intended course learning outcomes and associated assessment methods of those outcomes

(please include as many Course Learning Outcomes as appropriate, one outcome and assessment method per row).

Course Learning Outcome	Assessment Method
7.1 Development of sophisticated concepting skills	Assignments
7.2 Ability to identify varied cultural perspectives	Assignments
7.3 Ability to identify familiar reference points for specific audiences	Assignments
7.4 Development of projects utilizing at least one lens-based and one additional, appropriate, technology	Assignments
7.5 Mastery of at least one relevant non-still imagery based technology	Assignments
7.6 Employment of effective research strategies	Assignments
7.7 Development of effective presentation skills	Assignments

#### 8.0 Program outcomes and/or goals supported by this course

- 8.1 Develop critical-thinking and visual problem-solving skills that encompass a global perspective.
- 8.2 Acquire aesthetic, conceptual and technical experiences necessary to develop professional practices.
- 8.3 Integrate aesthetic, historical, and theoretical perspectives, which foster the development of best practices required for successful imaging careers.
- 8.4 Develop a great appreciation and responsibility for the maintenance of ethical and moral standards required in professional practices.
- 8.5 Solve problems related to the application of technology in a constantly changing world.
- 8.6 Produce a professional quality body of work that fully demonstrates a **synthesis** of concept and technology.

**10.0 Required Resources** - Identify all resources needed to effectively teach this class and what students will need to complete the assignments. (Please provide detailed list of equipment, software, computer lab, data storage/retrieval requirements, special classroom, studio, shop, wet lab, work space or media requirements)

Projection abilities, flexible seating and work-tables. The Steel Case classroom in Eastman would be suitable if available. Otherwise a lecture room with tables rather than desks or one of the Design labs in Booth.

**Approval request date:** This is the date that the college curriculum committee forwards this course to the appropriate optional course designation curriculum committee for review. The chair of the college curriculum committee is responsible to fill in this date.

**Approval granted date:** This is the date the optional course designation curriculum committee approves a course for the requested optional course designation. The chair of the appropriate optional course designation curriculum committee is responsible to fill in this date.