DEPARTMENT OF ART EDUCATION AND ART HISTORY
Spring 2016
Tues/Thurs 12:30-1:50pm

AEAH 4899
IADS Capstone Course: The 2016 Presidential Campaigns
Dr. Kelly Donahue-Wallace
Office Art Building 215
kwallace@unt.edu
Office Hours: Tuesday 11-12 and Wednesday 4-5

COURSE SUMMARY:
The BA in Interdisciplinary Art and Design Studies is an interdisciplinary study of images that introduces students to the breadth of artistic and design media and the interpretive strategies employed to decipher them. The degree teaches students to understand images as objects to be read for their visual, physical, technical, social, and historical properties. It explores the social, philosophical, and psychological reasons why humans make and need images as well as how humans have used images to communicate throughout history and around the globe. The degree prepares students to understand the power and significance of images in the world around them. The purpose of the IADS capstone course is therefore to examine an image-based theme from different disciplinary perspectives and to conduct research using research methodologies of select social sciences and humanities fields.

Our theme this semester is the imagery 2016 presidential campaigns. We will consider the purpose and effect of images and design in campaigns. The goal of addressing this topic is to make students sensitive to the use of images and design as political strategies. As we address the theme, we will learn how to conduct research using different methods and applying these in original ways.

CATALOG DESCRIPTION:
Capstone course for interdisciplinary art design studies majors. Advanced interdisciplinary study of art and design. Specific topics vary. Delivered as seminar consisting of assigned readings, class discussion, presentations, and written research. Prerequisites: ART1200, ART2350, ART2360, 6 hours advanced Art History, 3 hours advanced Menu 2.

REQUIRED TEXT:
1. Image Bite Politics: News and the Visual Framing of Elections, Grabe and Bucy. Kindle edition. $32.05. Must be purchased by Thursday 1/21 at 12:30pm.
2. Additional assigned readings will be on the course Blackboard site.

REQUIRED MATERIALS AND EQUIPMENT:
--A laptop computer with Word and internet access to bring to class. If you do not own a laptop, you may check one out from the library or the CVAD Computer Lab. See http://www.library.unt.edu/policies/borrowing/borrowing-reserves-laptops.
--Portable storage (flash/thumb drive) for your work, if using a borrowed laptop.

OUTCOMES
Outcome #1: Students completing the BA in Interdisciplinary Art and Design Studies employ the specialized vocabulary of the disciplines of art history, art, and design.
Outcome #2: Students completing the BA in Interdisciplinary Art and Design Studies apply a relevant social science research method to the study of an art- or image-related topic.

Outcome #3: Students completing the BA in Interdisciplinary Art and Design Studies analyze diverse perspectives related to an art- or image-related topic.

Outcome #4: Students completing the BA in Interdisciplinary Art and Design Studies effectively communicate in writing on an art- or image-related topic.

ASSESSMENTS:
- **Research Project:** A semester-long, group research project employing a social science research method in which you repeat an existing research study. Its purpose is to demonstrate mastery of course content and the research process. The grade includes making all revisions required by the instructor. 50% of final grade.
- **In-Class Work:** In-class work includes participating in discussions, your command of the discussion and its content, and all graded in-class assignments and activities. 15% of final grade.
- **Reading Quizzes.** You will complete a short reading quiz before each session. 15% of final grade.
- **Guerrilla Campaign.** At the end of the semester, we will engage in an intense, short guerrilla campaign to increase voter turnout among UNT students. Details of the campaign will be worked out together in class. 20% of final grade.

COURSE STRUCTURE:
This is a seminar that requires constant discussion, participation, and contribution. You will read, talk, and collaborate throughout each class meeting. You will also complete work before, during, and after each class meeting. You will collaborate and work with your group outside of class time.

The purpose of a capstone class is to put into practice all of the knowledge and skills you have developed in the major. Therefore, the instructor’s role in the class is as guide, not “teacher.” This is your class. Don’t arrive expecting the instructor to do all (or most) the work.

ATTENDANCE POLICY:
Attendance is taken at each class. Each absence after two (equal to a full week off of class) reduces the final grade by one full letter grade regardless of whether the absence is “excused” or “unexcused.” Should you require more than a week off of school, you should consider a leave of absence, also known as a medical withdrawal. Be aware that failure to attend also reduces your in-class activity grade for the class meeting.

LATE WORK POLICY:
Late work is not accepted.

AMERICANS WITH DISABILITIES ACT (DISABILITIES ACCOMMODATION):
Please notify the instructor if you have a disability that requires accommodation. It is also required that you register with the UNT Office of Disability Accommodation, Student Union, Room 318. The College of Visual Arts and Design policy on accommodation is available upon request in the CVAD Dean’s offices, Room 107. Further questions and problems on accommodation may be addressed to Associate Dean Eric Ligon, School Accommodation Liaison, Art Building, Student Advising, Room 111.
COURSE RISK FACTOR:
According to University Policy, this course is classified as a category 1 course. Students enrolled in this course will not be exposed to any significant hazards and are not likely to suffer any bodily injury. Students in this class will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.

BUILDING EMERGENCY PROCEDURE:
In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until an all clear signal is sounded. Follow the professor’s instructions and act accordingly.

CENTER FOR STUDENT RIGHTS AND RESPONSIBILITIES:
Students in this course are subject to the University of North Texas code of student rights and responsibilities available at www.unt.edu/csrr.

PLEASE NOTE:
The instructor reserves the right to change this syllabus as needed.
Sign and return this form by Thursday 1/21.

SYLLABUS AGREEMENT AEAH4899 Spring 2016
I have read this syllabus. I agree to comply with all of the provisions it describes. I understand that this class includes a substantial amount of reading, writing, and discussion. I understand the attendance and late policies.

By taking this course, I agree not to commit acts of academic dishonesty including plagiarism and cheating. I understand that any act of academic dishonesty will result in a grade of “F” in the course. I further understand that Dr. Wallace will pursue disciplinary actions against me with the University of North Texas should I commit any act of academic dishonesty.

I understand that failing to complete any of the course requirements will result in a grade of “F” in the course, regardless of the points I have accumulated.

__________________________________________________________________________  ______________
PRINT YOUR NAME        DATE

__________________________________________________________________________  ______________
SIGNATURE        STUDENT ID NUMBER
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings/Assignments Due</th>
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<tbody>
<tr>
<td>Week One</td>
<td>+Introduction</td>
<td>For Thursday: 1. Read: <em>Image Bite Politics</em>, Ch. 1 BRING READINGS TO CLASS. 2. Bring laptop with Word and Internet access</td>
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<td>1/19 and 1/21</td>
<td>+Election process quiz +Reading discussion and application exercise</td>
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<td>For Thursday: 2. Bring laptop with Word and Internet access</td>
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<td>Week Two</td>
<td>+Reading discussion and application exercise</td>
<td>For Tuesday: 1. Read: <em>Image Bite Politics</em>, Ch. 2 BRING READINGS TO CLASS. 2. Reading quiz by 12:30pm. 3. Bring laptop with Word and Internet access</td>
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<td>1/26 and 1/29</td>
<td>+Reading discussion and application exercise</td>
<td>For Thursday: 1. Read: <em>Image Bite Politics</em>, Ch. 3 BRING READINGS TO CLASS. 2. Reading quiz by 12:30pm. 3. Bring laptop with Word and Internet access</td>
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<td>For Tuesday: 2. Bring laptop with Word and Internet access</td>
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<td>Week Three</td>
<td>“Our Brand is Crisis” pt. 1 and assignment submitted by the end of class.</td>
<td>For Tuesday: 1. Read: <em>Image Bite Politics</em>, Ch. 4 BRING READINGS TO CLASS. 2. Reading quiz by 12:30pm. 3. Bring laptop with Word and Internet access</td>
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<td>2/2 and 2/4</td>
<td>“Our Brand is Crisis” pt. 2 and assignment submitted by the end of class.</td>
<td>For Thursday: 1. Read: <em>Image Bite Politics</em>, Ch. 5 BRING READINGS TO CLASS. 2. Reading quiz by 12:30pm. 3. Bring laptop with Word and Internet access</td>
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<td>For Thursday: 2. Bring laptop with Word and Internet access</td>
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| Week Four  
2/9 and 2/11 | +Reading discussion and application exercise  
+Research method: Content Analysis | For Tuesday:  
1. Read:  
*Image Bite Politics*, Ch. 6  
BRING READINGS TO CLASS.  
2. Reading quiz by 12:30pm.  
3. Bring laptop with Word and Internet access |
|---|---|---|
| | +Reading discussion and application exercise  
+Research method: Content Analysis | For Thursday:  
1. Read:  
*Image Bite Politics*, Ch. 7  
BRING READINGS TO CLASS.  
2. Reading quiz by 12:30pm.  
3. Bring laptop with Word and Internet access |

| Week Five  
2/16 and 2/18 | +Reading discussion and application exercise  
+Research methods: content analysis and coding  
+Diagramming articles | For Tuesday:  
1. Read (on Blackboard):  
+“Black Messages, White Messages”  
+“Image Ads and Issue Ads”  
+“Managing Voter Impressions”  
+“So let’s talk. Let’s chat.”  
BRING READINGS TO CLASS.  
2. Reading quiz by 12:30pm.  
3. Bring laptop with Word and Internet access |
| | +Reading discussion and application exercise  
+Research methods: content analysis and coding  
+Diagramming articles | For Thursday:  
1. Read (on Blackboard):  
+“Louder than Words”  
+“Newspaper Photographs”  
+“Race and Gender”  
BRING READINGS TO CLASS.  
2. Reading quiz by 12:30pm.  
3. Bring laptop with Word and Internet access |

| Week Six  
2/23 and 2/25 | 30 MIN GROUP MEETINGS  
WITH KDW—Times will include hours outside regular class meeting. | For Tuesday:  
1. Bring your group’s article to the meeting  
2. Bring your plan for updating the study, including research |
| Week Seven | + updating Literature reviews | For Thursday:  
1. Bring laptop with Word and Internet access  
2. Bring articles to class.  
+ RESEARCH QUESTIONS, HYPOTHESIS, AND DATA SOURCE DUE |
|------------|-----------------------------|---------------------------------------------------------------|
| 3/1 and 3/3 | + updating Literature reviews  
+ citing sources  
+ LITERATURE REVIEW DUE BY THE END OF CLASS | For Tuesday:  
1. Bring laptop with Word and Internet access  
2. Bring articles to class.  
+ LITERATURE REVIEW DUE BY THE END OF CLASS |
| Week Eight | GROUP MEETINGS WITH KDW FOR CODING AND LITERATURE REVIEW PROGRESS—Times will include hours outside regular class meeting.  
+ Coder Reliability | For Tuesday:  
1. Bring articles to meeting  
2. Bring preliminary coding  
DATA COLLECTION  
* CODING AND FINAL DATA SOURCE DUE  
* LITERATURE REVIEW DUE |
| 3/8 and 3/10 | For Thursday:  
1. Bring laptop with Word and Internet access  
2. Bring articles to class.  
3. Bring your media to class (magazines, films, tv shows, etc.)  
* CODING AND FINAL DATA SOURCE DUE  
* LITERATURE REVIEW DUE | |
| 3/15 and 3/17 | DATA COLLECTION | For Tuesday:  
1. Bring laptop with Word and Internet access  
2. Bring articles to class.  
3. Bring your media to class |
| Week Ten  
3/22 and 3/24 | +REVISED LITERATURE REVIEW DUE BY THE END OF CLASS | For Thursday:  
1. Bring laptop with Word and Internet access  
2. Bring articles to class.  
3. Bring your media to class |
| | DATA COLLECTION  
Writing the opening paragraph/abstract that presents the original study. Add the Lit Rev., Method, etc. Submit by end of class.  
Evening IADS and Jobs session |  |
| Week Eleven  
3/29 and 3/31 | +Tallying data  
+Analyzing data | For Tuesday:  
1. Bring laptop with Word and Internet access  
2. Bring articles to class. |
| | +Analyzing data  
+Presenting data using research questions  
+Comparing data to earlier studies  
+Drawing conclusions | For Thursday:  
1. Bring laptop with Word and Internet access  
2. Bring articles to class.  
*RAW DATA DUE AND TALLY DUE. |
| Week Twelve  
4/5 and 4/7 | GROUP MEETINGS WITH KDW FOR DATA ANALYSIS, COMPARISON, AND CONCLUSIONS—Times will include hours outside regular class meeting. | For Tuesday:  
1. Bring laptop with Word and Internet access  
2. Bring articles to class.  
3. Bring your data and analysis |
| | +Writing and organization  
+Presenting your findings | For Thursday:  
1. Bring laptop with Word and Internet access  
2. Bring textbook and readings to class.  
*DATA ANALYSIS AND COMPARISON DUE |
| Week Thirteen  
4/12 and 4/14 | +IADS and Jobs | For Tuesday:  
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| **SCHOLARS' DAY FRIDAY** 4/15** for presentation of research, ATTENDANCE MANDATORY | 1. Bring laptop with Word and Internet access  
2. Bring resume |  
+Presentation run-through  
For Thursday:  
1. Bring laptop with Word and Internet access  
2. Bring articles to class.  
*RESEARCH PROJECT DUE |
|---|---|---|
| Week Fourteen 4/19 and 4/21 | Guerrilla Campaign  
1. Bring laptop with Word and Internet access  
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Guerrilla Campaign  
1. Bring laptop with Word and Internet access |
| Week Fifteen 4/26 and 4/28 | Guerrilla Campaign  
1. Bring laptop with Word and Internet access  
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1. Bring laptop with Word and Internet access |  
Guerrilla Campaign  
1. Bring laptop with Word and Internet access |
| Week Sixteen 5/3 and 5/5 | Guerrilla Campaign  
1. Bring laptop with Word and Internet access  
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Guerrilla Campaign  
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