It has been said that this is an age of visual inundation, that we are stressed out by image overload. Reading visual culture with a sophisticated, critical eye can give us the ability to back up from the overload, to resist the inundation. How are ideas about gender, sexuality, race, and culture established, circulated, and reinforced through popular images? What do deodorant ads tell us about desire? How to think about culturally specific habits and market driven trends?

This course will consider how meaning is constructed in visual culture from magazine advertisements to music videos, films to paintings, graffiti to websites. The course includes a creative component that is worked on throughout the course in conjunction with reading and written assignments.

Tuesday and Thursday, 9:10am – 12:00noon, Arts Screening Room 335

For more information on the Department of the History of Art visit: http://arthistory.ucr.edu