

Visual Culture Assignment Sheet—First Critique

Content requirements:

1. The first critique is due week 5 at the beginning of class.
2. Choose a fine art object from a local museum for analysis. Include an image of the object and citation information for the museum in the essay. Students MUST visit the museum and look at the object; viewing and image of the object online will not be sufficient.
3. The essay should be four pages long.
4. Analyze the object semiotically, using the four reserve readings and notes from class discussion.
5. Consider the physical space of the museum. How does its location affect the way we see the object?
6. How does this object reinforce dominant ideologies or perpetuate cultural hegemonies? In other words, which cultural mythologies does this image support, and how does it support them? How does the architecture and atmosphere of the museum reinforce these ideas or introduce additional cultural ideologies?
7. No additional research is required for this assignment; however, any materials used outside of assigned readings and class discussion should be accurately cited in-text, and in a works cited page.
8. Choose a chapter from the Benjamin narrative and apply the approach and analysis to your semiotic response to the painting and the architecture.

Grading: this essay will be graded on the following:

1. Content of the essay: how interesting and thorough is the critique?
2. Effective and consistent use semiology as a method of analysis.
3. Quality of the conclusions drawn based on the analysis, class discussion and your interpretation of the assigned readings.
4. Demonstrate and understanding and an effective application assigned readings, particularly the Benjamin narrative.
5. Formatting of the essay.
6. Spelling and grammar.
7. Was the essay submitted on time and does it meet assignment requirements?