

## **Visual Culture Assignment Sheet—Second Critique**

Content requirements: For this assignment, students are asked to identify an example of postmodernism in our visual culture and discuss how this example demonstrates those qualities which distinguish the postmodern from the modern.

1. The second critique is due week 14 at the beginning of class.
2. Students should choose from one of the following: a television show from a series, a film, a contemporary artist, an advertising campaign (include both television and print ads in your discussion), examples in architecture, or materials on the internet.
3. The essay should be four pages long.
4. Critiques should include the relevant vocabulary from chapter 7 in the textbook; students should particularly focus on terms like *simulacrum*, *metanarratives*, *reflexivity*, *pastiche*.
5. Students should also address how their visual example constructs the viewer as a postmodern subject: what assumptions are imbedded in this visual media that the viewer must accept for the visual program to succeed?
6. While students are not required to do any additional reading for this assignment, they are encouraged to look at other sources to more effectively discuss the concept of the postmodern. Students can look to primary sources discussed in the chapter, or can reference reserve and internet resources in the library.

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 of relevant vocabulary from chapter 7.
3. Quality of the conclusions drawn based on the analysis, class discussion and your interpretation of the visual media.
4. A demonstrated understanding of the postmodern period and the constructed postmodern subject.
5. Formatting of the essay.
6. Spelling and grammar.
7. Was the essay submitted on time and does it meet assignment requirements?

