

COURSE SPECIFICATION

Name of institution Mahidol University
Campus/faculty/department International College

Section 1 General Information

1. Course code and course title

Thai ICHM 140 ทฤษฎีศิลปะเบื้องต้น
English ICHM 140 Elements of Art Theory

2. Number of credit 4 (4-0-8) (lecture 4 hours/week – laboratory 0 - self-study 8 hours/week)

3. Curriculum and type of subject

3.1 Curriculum offered in every curriculum at bachelor's level
3.2 Type of Subject General Education

4. Responsible faculty member Dr. Gerald Moshammer

5. Trimester / year of study

5.1 Trimester 1st, 2nd and 3rd trimester / every academic year
5.2 Number of students 30 students

6. Pre-requisite none

7. Co-requisite none

8. Venue of stud Mahidol University, Salaya Campus

Section 2 Goals and Objectives

1. Goals

Understand the objectives and boundaries of art theories; differentiate between art forms in philosophical and theoretical terms; comprehend the logic of aesthetic judgments; define nature and scope of semiotics; apply basic aesthetic and semiotic concepts in the analysis of symbolic entities.

2. Objectives of development/revision

Being up-to-date with current research and didactically more effective.

Section 3 Course Management

1. Course description

ทฤษฎีศิลปะเบื้องต้น ทั้งด้านวิเคราะห์และประวัติศาสตร์ ความสัมพันธ์ของศิลปะและเทคโนโลยี แนวคิดหลักของสุนทรียศาสตร์และสัญศาสตร์ วิเคราะห์รูปแบบของงานศิลปะและชิ้นงานศิลปะ

Art theory in both analytical and historical terms including the relationship between art and technology; exploration of major concepts in Aesthetics and Semiotics and analysis of diverse art forms as well as individual art pieces.

2. Credit hours / trimester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self study (Hour)
44 hours (4 hours x 11 weeks)	-	-	44 hours (4 hours x 11 weeks)

3. Number of hours that the lecturer provides individual counseling and guidance

Up to 22 hours per course = (2 hours x 11 weeks)

Section 4 Development of Students' Learning Outcome

1. Expected outcome on students' skill and knowledge

Students should have a basic historic and systematic understanding of Art as well as apply critical reasoning with regard to aesthetic issues.

2. Teaching methods

Lectures, group discussion, PowerPoint-presentations, and self-study.

3. Evaluation methods

Midterm Exam, Quizzes, Assignments and Final Paper

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

- (1) Cooperative spirit
- (2) Self-discipline
- (3) Punctuality
- (4) Integrity and academic honesty
- (5) Cultural respect

1.2 Teaching methods

(1), (2), (3), (4), (5) are introduced as the basic formal framework for the class' *modus operandi*

1.3 Evaluation methods

- (1) Quantitative assessment of attendance and punctuality.
- (2) Qualitative assessment of overall class behavior
- (3) Software supported investigation into possible plagiarism

2. Knowledge development

2.1 Expected outcome on knowledge development

- (1) Understand the objectives and boundaries of art theories in relation to diverse art forms
- (2) Comprehend the logic of aesthetic judgments
- (3) Define nature and scope of semiotics
- (4) Apply basic aesthetical and semiotic concepts in the analysis of symbolic entities

2.2 Teaching methods

Lecture, multimedia material, elearning, discussions, in-class assignments in both oral and written form.

2.3 Evaluation methods

Quizzes, Midterm exam, Assignments, Final Paper

3. Intellectual development

3.1 Expected outcome on intellectual development

- (1) Development of abstract and formal thinking
- (2) A better understanding of argumentation criteria
- (3) A systematic view on the historical development of ideas with regard to the course's topic

3.2 Teaching methods

See 2.2

3.3 Evaluation methods

See 2.3

4. Interpersonal relationship and responsibility

4.1 Expected outcome on Interpersonal relationship and responsibility

- (1) Improving the role as a team player and contributor
- (2) Development of appreciation and tolerance towards peers' strengths and weaknesses
- (3) Development of effectiveness and effort with regard to assignments

4.2 Teaching methods

See 2.2

4.3 Evaluation methods

See 2.3

5. Mathematical analytical thinking, communication skills, and information technology skills

5.1 Expected outcome on Mathematical analytical thinking, communication skills, and information technology skills

- (1) To be able to communicate effectively and select appropriate methods of presentation
- (2) To interact via elearning
- (3) To develop analytic and abstract knowledge structuring skills

5.2 Teaching methods

See 2.2

5.3 Evaluation methods

See 2.3

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hours	Teaching methods/multimedia	Instructor
1	Introduction Philosophical foundations: Aesthetics & Semiotics Aesthetic Judgment	4	Lecture, Discussion	Dr. Gerald Moshhammer
2	Science & Aesthetic Experience	4	Video , Lecture, Discussion	
3	Aspects of I. Kant's Aesthetics	4	Lecture, In-class assignments	
4	Perception & Symbolization (N. Goodman)	4	Lecture, In-class assignments, Exercises	
5	Perception & Symbolization (cont.) Focus: Variation & Style	4	Lecture, In-class exercises	
6	Summary & Questions Midterm Exam	4	Review, Discussion	
7	Reality, Virtuality & Augmented Reality (art, perception & modern media)	4	Videos, Lecture, Discussion	
8	Art & Language: Figurative Speech, Rhyme & Prosody	4	Lecture, Discussion	
9	<i>Examples of 'paradigm</i>	4	Lecture	

Week	Topic	Hours	Teaching methods/multimedia	Instructor
	<i>shifts' & 'modernity' in Art History</i> - Greek Sculpture - Perspective (Renaissance)			
10	<i>Examples of 'paradigm shifts' & 'modernity' in Art History</i> - Enlightenment: Beethoven's 9th symphony - 20th century: Abstract Art Twelve-Tone Music 'Bauhaus' (Architecture) Abstract Movies	4	Videos, Lecture, Discussion	
11	<i>Examples of 'paradigm shifts' & 'modernity' in Art History</i> - 20th century POP ART Postmodernism	4	Videos, Lecture, Discussion	
12	<u>Final Paper</u>	2		

2. Evaluation plan

Expected outcomes	Methods / Activities	Week	Percentage
Internalization of basic topics introduced in the lecture	<u>Quizzes</u>	<u>3,11</u>	<u>20 %</u>
Analysis and Application of theoretical components	<u>Online Assignments</u>	<u>1-4</u>	<u>30%</u>
In-depth understanding and application of theoretical frameworks	<u>Midterm Exam</u>	<u>6</u>	<u>10%</u>
In-depth application, synthesis and evaluation of the entire course content.	<u>Take home Assignments & Final Paper</u>	<u>7-11</u>	<u>40%-</u>

Section 6 Teaching Materials and Resources

1. Texts and main documents

- 1) Original articles and text excerpts by the treated authors
- 2) Summaries, lecture notes and E-learning material produced by the instructor
- 3) Multimedia material

2. Documents and important information

- 1) Handouts
- 2) Elearning
- 3) Reliable internet sources
- 4) PowerPoint presentations
- 5) other

3. Documents and recommended information

- 1) Any reliable source that relates to the specific course content from the library or the internet

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

Evaluation form on course content, course management, textbook, and overall opinion at the end of every trimester

2. Evaluation strategies in teaching methods

- (1) Students' learning outcome
- (2) Student evaluation

3. Improvement of teaching methods

- (1) Research
- (2) Training and workshops on teaching
- (3) Class observation, peers' observation

4. Evaluation of students' learning outcome

Score for quizzes, examinations, class attendance

5. Review and improvement for better outcome

- (1) Foreign language meetings every trimester
- (2) Meetings of lecturers to review courses at the end of each trimester
