

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications & The Arts
Programme:	MA AVC
FHEQ Level:	7
Course Title:	Pop to Present: Themes in Contemporary U.S. Art
Course Code:	AVC 7120
Student Engagement Hours:	200 (standard 4 credit MA course)
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
Semester:	Fall, Spring
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

The course is an in-depth critical examination of the major themes in U.S. art from the 1950s until the Present. Key art movements and artists are investigated with reference to the cultural and socio-political milieus within which they emerged. The international influence of key movements and artists is emphasised throughout the course.

Prerequisites:

MA AVC student only

Aims and Objectives:

- To provide a critical historical and cultural framework for the understanding and analysis of late 20th and 21st century U.S. art.
- To provide a critical historical and cultural framework for understanding the international impact of late 20th and 21st century U.S. art.

- To provide a critical historical and cultural framework for understanding the intersections between the creation of U.S. art and other creative activities such as music, performance, design, etc.
- To develop the critical skills with which to analyze, assess, and respond to contemporary art.

Programme Outcomes:

A1, A3, A5, B1, B4, C1, D1, D7

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Demonstrate a systematic understanding of the development of key movements and genres in U.S. art since 1945.
- Demonstrate a sophisticated insight into the ways in which U.S. art influenced and was influenced by art movements in other parts of the world.
- Deploy sophisticated visual literacy including formal analysis
- Show systematic, critical engagement with texts and objects
- Show excellent writing skills including logical and structured narratives and arguments supported by relevant primary and secondary evidence

Indicative Content:

- The origins and development of the New York School
- Neo-Dada and the Beat Movement
- Assemblage, Installations & Happenings
- British, U.S. and European Pop Art.
- Pop Art and Pop Design
- Minimalism
- The Vietnam Era – Conceptual Art, Environmental and Political Art
- Feminist Art
- The Black Arts movement
- The Regan Era – The Rise of Postmodernism
- The art market and globalisation

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies>.

Teaching Methodology:

The course will consist of lectures and discussion led seminars, which will be based on assigned readings. Audio-visual aids and study materials will be used as appropriate. Students will be expected to participate regularly in discussions, as the formulation of their own thoughts and clarification of their assumptions, often in contradiction to other students' thoughts and assumptions, form a crucial part of the learning process. The course establishes a framework for intellectual engagement and as a forum in which students can hone their analytical skills in the context of discussion and debate. Although an emphasis will be placed on autonomous learning and study, tutorial opportunities will also be provided for more refined forms of academic support.

Indicative Text(s):

Crow, Thomas. *The Long March of Pop : Art, Music & Design 1930- 1995* (Yale U.P. 2014)

Massey, Anne & Seago, Alex *Pop Art & Design* (Bloomsbury, London. 2018.)

Siegel, Katy. *Since 45: America in the Making of Contemporary Art* (Reaktion, London, 2011).

Hills, Patricia. *Modern Art in the USA: Issues and Controversies* (Pearson, New Jersey , 2003).

Journals

[Click here to enter text.](#)

Web Sites

[Click here to enter text.](#)

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services