

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 (4-0-4) (lecture 4 hours/week – laboratory 0 - self-study 4 hours/week)

3. Curriculum and type of subject

3.1 Curriculum	offered in every curriculum at bachelor's level
3.2 Type of Subject	Minor Program

4. Responsible faculty member Dr. Gerald Moshhammer

5. Trimester / year of study

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

6. Pre-requisite none

7. Co-requisite none

8. Venue of study 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 aesthetical 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

ศึกษาทฤษฎีศิลปะเบื้องต้น ทั้งด้านวิเคราะห์และประวัติศาสตร์ ความสัมพันธ์ของศิลปะและเทคโนโลยี แนวคิดหลักของสุนทรียศาสตร์และสัตวศาสตร์ วิเคราะห์รูปแบบของงานศิลปะ และชิ้นงานศิลปะ

Introduction to 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 Learning Outcome, Teaching Strategies and Evaluation

1. How to develop learning outcome in each area

1) Morality and Ethics

1.1 Expected outcome

- 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

2.1 Expected outcome on knowledge development

- 1) ● Knowledge of key aspects of Western Philosophy
- 2) Knowledge of key aspects of non-Western Philosophy
- 3) Knowledge of key aspects of formal logic
- 4) ○ Knowledge of key aspects of informal logic
- 5) Knowledge of key aspects of normative ethical theories
- 6) ● Knowledge of key aspects of Aesthetics

2.2 Teaching Strategies

- 1) Lectures with class discussion
- 2) Case studies (analysis of examples of written and spoken works as they apply to the skill being practiced)
- 3) Project assignments and presentations
- 4) Homework tasks as part of the process of completing a larger formal assignment
- 5) Field trips

2.3 Evaluation Strategies

- 1) Written and/or oral exams
- 2) Individual and/or group written assignments
- 3) Individual and/or group oral presentations
- 4) Class attendance and participation

3) Intellectual development

3.1 Expected outcome on intellectual development

- 1) ○ Development of abstract and formal thinking
- 2) ● Understanding of informal argumentation criteria
- 3) ● Awareness of art and culture in their diversity

3.2 Teaching Strategies

- 1) Lecture
- 2) Class and Group discussion

3.3 Evaluation Strategies

- 1) Written examinations and assignments
- 2) Presentation of knowledge synthesis
- 3) Class attendance and class participation

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 assignment preparation and research

4.2 Teaching Strategies

- 1) Group projects and assignments
- 2) Class participation

4.3 Evaluation Strategies

- 1) Written examinations and assignments
- 2) Group presentation of knowledge synthesis
- 3) Class attendance and class participation

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 e-learning
- 3) ☐ To develop analytic and abstract knowledge structuring skills

5.2 Teaching Strategies

- 1) Lecture and discussion
- 2) Assignments and presentations

5.3 Evaluation Strategies

- 1) Written examination
- 2) Presentation and knowledge synthesis
- 3) Class attendance and class participation

2. Curriculum Mapping

Appendix 2

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
