Genius and Innovation in Renaissance Art
Fall Semester, Winter Quarter, Spring Semester
Professor Cecilia Martelli

Course Description
This course is designed for students interested in an in-depth exploration of the artistic production of Italy from the 14th to the 16th centuries, with a special focus on Florence and its social, political and devotional context. Starting with the Gothic, the course will follow the development of different forms of art – painting, sculpture and architecture – up to the middle of the 16th century, thus covering the period known as the Renaissance. This time underwent an extraordinary renewal in all fields of human knowledge, from literature and philosophy to the visual arts, the latter being considered a fundamental instrument for the investigation of nature and of human experience. The course analyzes how the recovery and study of ancient sources and the work of contemporary humanists inspired and stimulated painters, sculptors, and architects.

For the analysis of the Early Renaissance and its continuity with and renovation of Medieval art, special emphasis is placed on such figures as Giotto, Ghiberti, Donatello, Brunelleschi, Masaccio, and Fra Angelico. Moving on to the High Renaissance in the second part of the course, the works of Botticelli, Leonardo, Michelangelo, the young Raphael and Giorgio Vasari are considered in the light of the Medici family political rule and artistic patronage.

Through lectures, class discussions, and frequent site visits, the course aims at training students to study works of art in their original context, to recognize iconographic features and subjects and distinguish the different styles and techniques used by the artists.

4.5 quarter units/3.0 semester units: upper-division

Learning Outcomes
The aim of the course is to teach the students the fundaments of Renaissance art produced in Florence. By the end of the course students should be able to:

- Analyze, identify and date the works of the main Renaissance artists
- Recognize and distinguish different stylistic developments, individual artists’ styles and the main techniques in painting and sculpture
- Explore issues affecting the visual arts in Florence, such as politics, patronage, religion, and philosophy
- Master a basic knowledge of methodological approaches to Art History, such as formal analysis, iconographic analysis, and social history
- Address an art historical subject and analyze it critically
- Use a small vocabulary of Italian terms related to the field of art and Art History

Prerequisites
There are no prerequisites for the course, but students must be highly motivated and demonstrate their ability to work independently. The course is held in English, with some Latin/Italian terminology related to the period examined.

Class meetings
Class meetings will consist of weekly meetings (in class lectures or site visits) unless otherwise noted in the calendar. For visits to museums or churches students will meet the instructor at the location specified on the syllabus. Students are responsible for knowing the class schedule listed below and for carrying their Museum Pass. Failure to show up on time will result in an absence for the class.

Attendance

Revised 9/2017
Class attendance is absolutely mandatory and only one absence is allowed for this class. Please refer to the Academic Handbook for the attendance policy in place in the program. Midterm and final exam must be taken on the days they are scheduled. There are no make-ups for missed work, unless evidence of medical need is provided. For the no make-ups policy, refer to the Academic Handbook.

Texts and resources
- Michael Baxandall, *Painting and Experience in Fifteenth-Century Italy*
- Giorgio Vasari, *Lives of the Artists*

Reading Assignments
Students are expected to complete weekly reading assignments on the Florentine art and culture to be addressed that week. Preparation of the assigned readings is fundamental to active participation in class discussions and will factor into the class participation grade.

Written assignments
One paper (8-10 pages) on a given topic and involving close visual analysis of monuments or works of art (painting, sculpture, or architecture). Essay prompts will be given out in class. Students can also propose an essay topic for which they will need to receive approval in advance. All sources, including those taken from the internet, must be quoted at the end of the paper. The paper is due at the beginning of class on Dec. 4. Topics and specific guidelines will be provided mid-way through the course.

Exams
The midterm and the final exam will test student knowledge of the works of art covered in class. Students will be expected to identify and analyze monuments, works of art, artists, and techniques from slides, and to discuss them in their cultural context.

Grading
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<th>Component</th>
<th>Percentage</th>
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<tr>
<td>Class participation</td>
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<td>Paper</td>
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<td>Midterm exam</td>
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<td>Final exam</td>
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Unity in Diversity: The Definition of Italian Identity Through Food
Fall Semester, Winter Quarter, Spring Semester
Professor Peter Fischer

Course Description
This is a challenging course on one of the most fascinating chapters in the history of food. We will trace the historical evolution of Italian food culture in the geographical and cultural context of the Mediterranean from the times of the classical civilizations until today. The focus will be on understanding the extraordinary significance of food for the definition of “Italianness.” Pasta, pizza and cappuccino have become some of the most recognizable signs for Italian identity and they contribute to the creation of a coherent, unified image of Italy. To fully explore the evolution of this fascinating relationship between “Italianness” and food, a cornucopia of historical, cross-cultural and theoretical views is offered, drawing from history, anthropology, sociology, as well as from geography. Each class is based on a set of readings, and it is crucial that students keep up with the readings and be prepared to discuss them in class. Some lectures will directly engage our readings while others will provide contextualizing historical and theoretical information. Lectures and class discussions will be supplemented by special food workshops in which we will explore the history, culture and taste of some Italian key products: bread, wine and olive oil as well as coffee. Emphasis will be placed on developing a methodological and structured approach towards how to taste these food items, covering all of the essential elements of the subject, from the physiology and experience of the senses to tasting techniques, tasting vocabulary, and quality assessment. We will also explore food markets in Florence and during the magic harvest of olives visit the distinguished Olive Oil Resort “Villa Campestri” in northern Tuscany. This course is designed for undergraduate students of history, anthropology, sociology and geography and students generally interested in food studies.
4.5 quarter/3.0 semester units: upper-division

Course Method
The course will be taught through a combination of formal lectures (incl. power point presentations) class discussions, student presentations, tastings and out-door activities designed to engage students with the local community such as a culinary walking tour in Florence and a field trip to the Tuscan countryside.

Objectives of Course and Learning Outcomes
By the end of the course, I hope that you will have a better understanding of the complexity of the relationship between Italians and food and of the historical and social construction of ethnic and cultural identity. In addition, the class is intended:
- to explore the relevance of an interdisciplinary approach studying food;
- to understand the historical and social construction of taste;
- to develop an understanding of food as a most fundamental cultural aspect of Italian society to acquire a basic Italian vocabulary pertaining to food and
- to communicate your ideas quickly and effectively in written and oral formats.

Furthermore, the course will address historical skills or habits of mind:
- Using documents and other primary data: developing the skills necessary to analyze point of view, context, bias, and to understand as well as interpret information.
- Developing the ability to assess issues of change and continuity over time.
- Enhancing the capacity to handle diversity of interpretations through analysis of context through bias, and frame of reference.
- Constructing and evaluating arguments: using evidence to make plausible arguments.

Course Requirements

Revised 9/2017
This is an introductory course and as such, there are no prerequisites. However, a genuine desire to learn will be infinitely useful. Course requirements include regular class attendance, class participation, required readings and pop quizzes, paper project, a mid-term exam and a final exam.

**Class Attendance, Class Participation, Required Readings and Pop Quizzes (10%)**
Attendance is mandatory and only two absences per semester are allowed. After that, you can only miss class if you are sick and bring a doctor’s note to your professors and to the front desk (where a copy will be made) the day you return to class. It is your responsibility to show the certificate to your professors and submit it to the front desk, as well as to sign a copy for official records. Note that missing field exercises and excursions, which are integral components of the courses, also counts as absence. No make-ups for missed work: Regardless of the number of absences already used, if you are sick on a day when some form of assessment (quiz, written and oral exam, test, etc.) is taking place in one of your classes, you MUST submit a valid doctor’s note to your professor. Failure to provide valid medical certification will automatically result in an F grade for the assignment. Absence is not an excuse for not knowing about an assignment or a topic.

Class Participation: I expect that you will be committed to giving a professional effort in this class. Participation means active engagement in the course: being consistently prepared for class (having really read that day’s assignments), asking questions, responding to questions, offering your own insights and opinions, attentive listening to others. The Required Readings are an integral part of this course and should not be considered supplemental. Reading assignments should be done for the class day they are assigned. Unannounced Pop-Quizzes covering reading assignments may be given periodically throughout the semester; these quizzes cannot be made up unless a valid doctor’s certificate is provided.

**Paper Project (30%)**
Each student is expected to write a paper of about 8-10 pages. Topics must be selected in agreement with me. The topics are determined by the available reading, and guidance will be given throughout. You may choose to pursue further a topic that we are exploring in class, or examine another area of academic interest which is related to the subject of this course. I urge to discuss project ideas with me early on. This is to help you get thinking about your project early enough to do a good job. Time passes by quickly (particularly in Florence!). I will not accept any paper without the approved paper outline (see below) attached! Late papers will receive a drop in grade of a full letter grade per week.

Basic resources and Bibliography. Conduct a thorough search. Basic resources are available at the library of our school. You may also explore the Internet and look through magazines, newspapers, and archives. Journal articles are one of the primary sources of new theories and research findings. As an abroad student you should also use the on-line library facilities of your home university to get access to important databases such as JSTOR. I will expect at least 4 scholarly references (books, scholarly articles). All information is helpful. I will not accept a topic that you have used/are using for another class.

Paper Outline. The outline of your paper project should contain:
- the title of your paper;
- the bibliographic references and;
- a short abstract.

The paper outline should be a short, single-spaced, 1-2 paragraph statement of the goals and conclusions of your paper. It should allow the reader to grasp immediately what the paper seeks to communicate in terms of questions, evidence, methods, or interpretations. The more detailed and specific your outline, the easier writing your paper will be. The approved outline must be attached to the paper.

**Mid-Term Exam (25%)**

Revised 9/2017
An exam covering all topics presented until the mid-term exam. It will consist of a few multiple choice and many short answer questions. The exam will take approximately 90 minutes to complete. It will constitute 25% of the final grade.

**Final Exam (35%)**
In the final exam you bring together the various concepts/topics we have studied. The exam will take approximately 120 minutes to complete. It will constitute 35% of the final grade. This is the only time the exam will be given. Under no circumstances is it possible to take any part of the final exams on an earlier or later date.

**Review Sessions**
Thorough review sessions are held prior to both the midterm and final exams. A written study guide will be made available for students.

**Grading**
Course grades are based on midterm and final exams, and the paper project; attendance and class participation as well as pop-quizzes are also considered.

- 10% Class Attendance and Participation
- 30% Paper Project and Presentation
- 25% Mid-Term Exam
- 35% Final Exam

**Textbook**

A Course Pack (CP) covering the Required Readings drawing upon the indicated sources below will be made available. Additional reading assignments will be made available by the instructor.

Made in Italy – Marketing the Italian Style **NEW!**
Fall Semester, Winter Quarter, Spring Semester
Francesca Passeri PhD

Course Description
This course examines the notion of “Made in Italy” as an intangible asset, how the image that accompanies the idea of “Made in Italy” abroad was created in the 1950s in Florence and how it evolved over time.

The main aim of the course is to explore how “Italian Style” has evolved and how it is marketed. To this purpose, innovative marketing and branding strategies utilized by the most important Italian brands in specific sectors – fashion, food, wine, design and art - will be analyzed and discussed in order to understand the most relevant qualities that define the notion of “Made in Italy” as a brand globally recognized. The focus will be on key Italian cultural products, their significance and symbolism, as well as the notion of “Country Branding” within the industrial, leisure, food and fashion sectors.

An array of educational tools – readings, lectures, guest lectures, in-class discussions, fieldtrips and visits to food and fashion retailers, fashion museums, design studios, and more – will allow students to acquire an in-depth knowledge of trend-setting marketing strategies. Students will experience products associated with the idea of “Italianness” first-hand, from concept to consumption.

*4.5 quarter/3.0 semester units: upper-division*
Entrepreneurship - The Italian Way
Fall Semester, Winter Quarter, Spring Semester

Details Coming Soon!