

# ARTH 368 : Visual Culture in American Advertising

Examines relationships of advertising with correlating trends such as society, culture, history, and the economy. Using theories about visual communications, branding, and cultural history, we explore the meaning and legacies of print advertisements and branding campaigns from roughly 1880 through the majority of the 20th century in America and will cover a wide range of topics, such as the origins of advertising, the creation of ads, the interpretation of ads, as well as the depiction of race, class, gender, and sexuality in advertising and how those themes change over time.

**Credits** 3

**Studio Hours** 0

**Lecture Hours** 3

**Prerequisites**

None.