Department of Art History and Communications Studies

Winter 2011
ARTH 673 CRN 8868
18th Century Art and Architecture 1: “Print Culture of Enlightenment: The French Print as Agent of Social, Cultural, and Political Change”

Wednesday, 14:35 – 17:25, Arts W-5

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Seminar Description:

This seminar addresses etching, engraving and associated techniques in eighteenth-century France to explore how an artistic medium may not merely serve social and cultural needs but cause change at all levels of society and culture—and even engender revolutions. The richness of the period—the last great manifestation of printmaking before the tectonic shifts caused by the emergence of lithography and photography—allows the seminar to explore such phenomena as the rise of new techniques including extremely sophisticated colour printing imitating painting, the proliferation of ‘crayon’ and ‘pastel’ manner prints imitating drawings, and of inexpensive dark or ‘English manner’ prints feeding new audiences and new national tastes; the European expansion and reorganization of the print market implicating new national and international representations and exchanges; a rapidly expanding and evolving culture of visualization bringing together high and low subjects, audiences and markets not least through the periodic Salon exhibitions that prints publicized and in which prints figured; the subversion of existing social and cultural orders and the proliferation, particularly during the Revolution, of alternative models of public art through satire and caricature; the visualization and dissemination of knowledge as components of and complements to such projects of Enlightenment as the Encyclopédie of Diderot and d’Alembert; the revitalization and reshaping of visions of society through the dramatic rise of genre prints and multiplication of Cris de Paris; the expansion of vast cultural fields through fashion prints, trade cards, maps, letterhead, printed buttons, games, paper dolls, etc. Relevant questions include how prints changed processes of pedagogy and socialization; the visualization of and relationships between social orders and classes; the visualization of the nation, the city, and the country; the relationship between art and commerce; the relationship between artistic media and practices of everyday life; the visualization of ideology and the ideology of visualization.

Method of Evaluation:

Paper proposal with brief oral presentation 10%  February 16
Oral presentation of research topic 30%    March 23-April 6
Written research paper 60%     April 6
**Readings:** There is no coursepack for this seminar. Most weekly readings will be placed on reserve in the library or are available via JSTOR or WebCT, and linked through the course website.

**Website:** The course website can be found on WebCT.

**Participation and Reading Notes:**
Attendance at every class is mandatory. If you have to miss a class, please notify me as soon as you can. Oral participation in every class is expected of everyone. Bring notes and points for discussion for each reading to every class.

**Paper Proposal:**
Each student will orally present a brief (5-10 minute) paper proposal. A written proposal is also due on this date (February 16). It will consist of three parts: a paragraph describing the main objects of analysis and the questions that they raise; a point-form outline of strategies that you will use to address the main research questions, and a bibliography of at least ten books and/or articles.

**Research Presentation and Paper:**
Each student will give a 20-minute presentation of her or his research topic to the class, discussing the subject, hypothesis and corpus of your essay. The class will respond with questions and discussion of the presentation. The research presentation must be accompanied by a written outline of the paper (to be distributed to the class, and to be handed in). The paper should be about 20 pages in length. You must write the paper and do the oral presentations to pass the course. Late papers will be graded down 5% per day. Extensions will only be granted if written medical documentation is provided. Please contact me well before the deadline regarding late papers for any other reason.

**Assessment:**
In accord with McGill University’s Charter of Students’ Rights, students in this course have the right to submit in English or in French any written work that is to be graded. *(Approved by Senate on 21 January 2009)*

Papers must be passed in order to pass the course. Please submit your paper on time, as late papers will be graded down 5% per day. Extensions will ONLY be granted if previously agreed, and supported by written medical documentation, valid for the period in question. Extensions will not be given if students are absent because of vacation or any other reason deemed to be illegitimate by the professor. Students who do not complete all assignments by the end of term will not be given the opportunity to do supplementary assignments in order to pass. If a student fails to attend any type of test due to illness or other credible cause, they must contact the professor within 48 hours. Failure to do so will result in the grade of F.

If you require special testing accommodations or other classroom modifications, please notify the instructor and the Office for Students with Disabilities as soon as possible. They are located in: Suite 3100, Brown Student Services Building, Tel: 398 6009 (voice), 398 8198 (TDD), www.mcgill.ca/osd/
All assignments should be placed in the lock-box outside the departmental office, where they will be datestamped at the close of each day (4 pm). Please do not slide your papers under my office door or leave them in my mailbox. Only printed copies will be accepted – no electronic submission.

*McGill University values academic integrity. Therefore all students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Code of Student Conduct and Disciplinary Procedures (see www.mcgill.ca/integrity/ for more information).*

*L'université McGill attache une haute importance à l’honnêteté académique. Il incombe par conséquent à tous les étudiants de comprendre ce que l'on entend par tricherie, plagiat et autres infractions académiques, ainsi que les conséquences que peuvent avoir de telles actions, selon le Code de conduite de l'étudiant et des procédures disciplinaires (pour de plus amples renseignements, veuillez consulter le site http://www.mcgill.ca/integrity/).*

*In the event of extraordinary circumstances beyond the University’s control, the content and/or evaluation scheme in this course is subject to change.*

**COURSE OUTLINE AND READINGS**

1. **Jan. 5: Introduction**

   Introduction of course, assignment of dates for oral presentation

2. **Jan. 12: Graven Images: Reproduction and Authority**


6. Feb. 9: The Print Bound: Book Illustration, Collections and Recueils


7. Feb. 16: In Vogue: The Print Culture of Fashion


PRESENTATION OF ORAL AND WRITTEN PAPER PROPOSALS DURING THIS CLASS

8. Feb. 23: STUDY WEEK


Online archive of collection described in this article: [http://www.waddesdon.org.uk/searchthecollection/trade_cards_index.html](http://www.waddesdon.org.uk/searchthecollection/trade_cards_index.html)

10. Mar. 9: Profitable Impressions: Genres and Markets


11. Mar. 16: Enlightenment in Print: Science, Quackery and the Plates of the *Encyclopédie*


ARTFL Encyclopédie project:
The *Encyclopédie ou Dictionnaire raisonné des sciences, des arts et des métiers, par une Société de Gens de lettres* of Diderot and d'Alembert, with 17 volumes of text and 11 volumes of plates (1751 – 1772)

The plates—and the texts they illustrate—can be found at the ARTFL Encyclopédie Project, The University of Chicago

http://encyclopedie.uchicago.edu/

Search for word : “planche”; scroll down for plate descriptions that include PLANCHE I, PLANCHE II, etc..

12. Mar. 23: Seminar Presentations


14. Apr. 6: Seminar Presentations