

## **COURSE SPECIFICATION DOCUMENT**

**Academic School / Department:** Communications and The Arts

**Programme:** MA AVC and MA FLM

**FHEQ Level:** 7

**Course Title:** Visual Cultures

**Course Code:** AVC 7105

**Total Hours:** 200

Timetabled Hours: 39

Guided Learning Hours: 21

Independent Learning Hours: 140

**Credits:** 20 UK CATS credits

10 ECTS credits

4 US credits

### **Course Description:**

This interdisciplinary course enables students to develop a conceptual framework within which to evaluate the role of the visual in contemporary society and its use as a strategy for socio-political negotiation. We examine the production and consumption of imagery in order to understand the role they play in producing meaning, specific to global contexts. Throughout the course students will examine a range of examples and case studies circulated through digital media, as well as images generated via art-making, advertising, graphic design and comics, design history, film studies, television and streaming services, public art and other contemporary visually-engaged practices.

### **Prerequisites:**

**MA AVC and MA FLM students only**

### **Aims and Objectives:**

- To introduce students to the concept of visual cultures and its discursive field
- To examine a range of contemporary debates around visual forms in today's globalised world
- To enable students to develop a conceptual framework within which to evaluate the role of the visual in contemporary society and culture
- To examine a range of examples and case studies of contemporary visually-engaged practices
- To engage critically with texts and objects
- To develop students' visual literacy including formal analysis

**Programme Outcomes:**

AVC: A1, A2, B1, B2, B4, B5, C3, D3

FLM: A1, A2, B1, B2, B4, B5

A detailed list of the programme outcomes is found in the Programme Specification.

This is located at the archive maintained by Registry and found 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 comprehensive and systematic knowledge of theories and methods required for examining art in an international setting, drawing on art and design history, and visual culture studies
- Critically analyse the interdisciplinary approaches available for approaching visual culture across cultures
- 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
- demonstrate professional presentation skills including verbal visual analysis, communicated clearly to specialist and non-specialist audiences
- Approach a complex problem/topic from a variety of sophisticated methodological, interdisciplinary and comparative approaches

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**Indicative Content:**

- the concept of visual cultures and its discursive field
- a range of contemporary debates around visual forms in today's globalised world
- conceptual frameworks for evaluating the role of the visual in contemporary society and culture
- a range of examples and case studies of contemporary visually-engaged practices
- critical engagement with texts and objects
- visual literacy including formal analysis

**Assessment:**

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

**Teaching Methodology:**

Teaching will include interactive lectures, supplemented with a range of audiovisual aids, designed to introduce students to the key concepts of professional practice. Guest speakers and activities will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts and their practical application through a range of workshops and group and individual exercises undertaken in class and out of class. Their group and individual presentations and written work will be discussed in feedback sessions

which explore responses to issues arising from professional practice. The teaching will be supplemented with individual tutorials designed to address students' personal needs.

**Indicative Text(s):**

Claver, Peter. (2021) *The Design of Race: How Visual Culture Shapes America*, Bloomsbury.

Demos, T. J. (2017) *Against the Anthropocene: Visual Culture and Environment Today*, Sternberg Press.

Evans, Jessica & Hall, Stuart (eds) (2009) *Visual Culture: The Reader* (London, Thousand Oaks, CA & New Delhi: Sage.

Howells, R. (2018) *Visual Culture*. London: Polity, 2018.

Manovich, Lev. (2020) *Cultural Analytics*, London, MIT Press.

Messham-Muir, Kit & Cvor, Uros. (2023) *The Trump Effect in Contemporary Art and Visual Culture: Populism, Politics, and Paranoia*, Bloomsbury.

Mirzoeff, N. (2013) *The Visual Culture Reader*, Third Edition, London: Routledge

Sturken, Marita and Lisa Cartwright, (2018) *Practices of Looking: An Introduction to Visual Culture*, Third Edition, Oxford: Oxford University Press.

**Journals**

*InVisible Culture: An Electronic Journal for Visual Culture*, University of Rochester

*Visual Culture in Britain*, Taylor & Francis Online

*Refract: An Open Access Visual Studies Journal*, University of Santa Cruz

**Web Sites**

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See syllabus for complete reading list

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)
Updated indicative texts	Dept, Jan 23
Updated learning outcomes	Dept, Jan 23
Revision – annual update	May 2023
Total hours updated	April 2024