

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and the Arts
Programme:	Art and Visual Culture
FHEQ Level:	4
Course Title:	History of Arts and Visual Cultures
Course Code:	ARTS 4101
Total Hours:	160 (Lev 3-5) (4 US Credit)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

Throughout history and across cultures, humans have always translated and projected their own natural, social and religious environment into images and artifacts. This course aims to explore the making, display, meaning and impact of images and artifacts within specific cultural and societal settings until the end of the 19th century. This course intends to focus on the analysis of objects, artifacts, images, photography, film, advertising and fashion that still shape our knowledge of the past and, therefore, the present. Students will also explore the differing nature and characteristics of art history and visual culture, learn basic principles of visual analysis and semiotics, and discuss fundamental ideas such as those of Canon, Tradition, Perceptions and Representations. Learning in the classroom will be integrated through ad-hoc specialist guest lectures and visits to the extensive international collections of London museums, galleries and archives.

Prerequisites:

None

Aims and Objectives:

The Aims and Objectives of the course include:

- Offer students a solid historical and theoretical platform on which to build their progress in their major programme.
- Introduce students to significant global art-historical and visual cultural events.
- Learn the difference between art history and visual culture, apply the specialist terminology that is used in each field, and gain insight into salient debates and approaches.
- Encourage an inquisitive, critical yet open-minded appreciation of the visual world as a reflection of different societal and cultural systems.
- Expose students to humanity's attitude for visual representation of time, place and self from complementary and interdisciplinary perspectives (history, art history, visual culture, anthropology, gender studies and decolonial theory).

Programme Outcomes:

4AI, 4BI

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 broad knowledge and understanding of the core theories and methods in the history of arts and visual cultures.
- Demonstrate a broad understanding of the key issues of and core methods in the history of arts and visual cultures.

Indicative Content:

While the course content may vary from year to year, the following topics or similar ones will be included:

- Difference between art history and visual culture.
- Art objects as luxury, power and status.
- Religions and visual narratives.
- The colonial era. Visual clashes, encounters, exchanges, borrowings (example: India).
- Technology, Art and Crafts (example: the industrial revolution).
- Visual cultures and avant-gardes in the late 19th century and early 20th century (examples: France, Japan, Africa, etc.).
- Traditional media vs Photography & Film.
- Theoretical approaches to art history and visual culture (formalism, iconography, feminist, postcolonial and queer studies, etc.).

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:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Albritton, A. and Farrelly, G. (2020) *Art History in a Global Context: Methods, Themes, and Approaches*. London: Wiley.

Arnold, D. (2020) *Art History: A very short introduction*. 2nd edn. Oxford: Oxford University Press.

Boylan, A. L. (2020) *Visual Culture*. MA: MIT Press.

Cronin, J.K. and Dobbie, H. (2023) *Look Closely: A Critical Introduction to Visual Culture*. Canada: Brock University.

D’Alleva, A. (2012) *Methods and Theory of Art History*. 2nd edn. London: Laurence King Publishing.

Fleming, J. and Honour, H. (2009) *A World History of Art*. 7th edn. London: Laurence King Publishing.

Goody, J. (2010) *Renaissances: The One or the Many?* Cambridge: Cambridge University Press.

Mirzoeff, N. (2023) *An Introduction to Visual Culture*. 3rd edn. UK: Routledge.

Rhodes, C. (1994) *Primitivism and Modern Art*. UK: Thames and Hudson.

Websites

The Center for Public Art History. Available at: <https://smarthistory.org/world-art-history> (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First edition	Nov 2024	