

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

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|------------------------------------|---|
| <b>Academic School/Department:</b> | Communications, Arts and Social Sciences              |
| <b>Programme:</b>                  | MA in Art History and Visual Culture                  |
| <b>Level:</b>                      | 7   |
| <b>Course Title:</b>               | Visual Cultures                                       |
| <b>Course Code:</b>                | AVC 7105  |
| <b>Course Leader:</b>              | Dr Nicola Mann  |
| <b>Student Engagement Hours:</b>   | 200   |
| Seminars:                          | 39  |
| Tutorials:                         | 6   |
| Independent / Guided Learning :    | 155   |
| <b>Semester:</b>                   | SPRING  |
| <b>Credits:</b>                    | 20 UK CATS credits<br>10 ECTS credits<br>4 US credits |

### **Course Description:**

This interdisciplinary course examines a range of contemporary debates around changes in new media and markets as they significantly impact visual forms in today's globalised world. Integrating traditional elements of visual analysis and visual methodologies with new media and transmedia approaches, the course enables students to develop a conceptual framework within which to evaluate the role of the visual in contemporary society and culture. Throughout the course students will examine a range of examples and case studies chosen from conceptual, performance and installation art, graphic novels, graphic design and comics, design history, film studies, television and moving images, advertising, corporate communication, public art and other contemporary visually-engaged practices.

**Pre-requisites and/or Co-requisites:** MA Art History and Visual Culture 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:**

At the end of this course, the students will have achieved the following programme outcomes:

A1, A6, B1, B2, B4, B5

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

**Learning Outcomes:**

- 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
- show a sophisticated understanding and appreciation of a multidisciplinary culture
- 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

**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 Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

| <b>FHEQ level</b> | <b>Richmond/UK Level</b> | <b>Normal Number of Items (including final exam)*</b> | <b>Total assessment</b> |
|-------------------|--------------------------|---|-------------------------|
| LEVEL 7           | R7000/UK MA              | 2-3   | 5000-7000 words         |

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|--------------------------------------|-----|-----------------|
| 1. Short research paper (1500 words) | 40% | due week 5      |
| 2. Case Study presentation           | 10% | weekly, sign up |
| 3. Final Research paper (3000 words) | 50% | due week 13     |

