COURSE SPECIFICATION DOCUMENT

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

Academic School/Department: Communications, Arts and Social Sciences

Programme: MA in Art History and Visual Culture

Level: 7

Course Title: Visual Cultures

Course Code: AVC 7105

Course Leader: Dr Nicola Mann

Student Engagement Hours:200Seminars:39Tutorials:6Independent / Guided Learning:155

Semester: SPRING

Credits: 20 UK CATS credits

10 ECTS credits 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.

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

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

Teaching Methodology:

SEMINARS

The course will consist of weekly postgraduate seminars, which will follow the structure set out within the course syllabus and will serve a number of functions: seminars provide a framework for the course; address critically the relevant literature in specific areas, examine concepts, theories and case studies, and enable students to engage in group discussion and dialogue, and autonomous learning. Seminars rely upon active student participation, mediated by the course instructor. By examining and discussing issues and problems in a seminar setting, students as junior research colleagues will be able to learn from each other and resolve questions that arise in the course of the lectures and readings. Seminars will only be useful to the extent that they are prepared for and participation in discussions and debates is an essential aspect of this. All students will be required to participate. Tutorial opportunities will also be available for research supervision and other academic support.

Bibliography:

Emmison, Michael and Smith, Philip. Researching the Visual: Images, Objects, Contexts and Interactions in Social and Cultural Inquiry (Thousand Oaks, California, 2000).

Evans, Jessica & Hall, Stuart (eds) *Visual Culture: The Reader* (London, Thousand Oaks, CA & New Delhi: Sage, [1999] 2009).

Heywood, Ian and Sandywell, Barry (eds.) Interpreting Visual Culture: Explorations in the Hermeneutics of the Visual (London: Routledge, 1999).

Kromm, Jane and Benforado, Susan A History of Visual Culture: Western Civilization from the 18th to the 21st Century (Oxford: Berg, 2010).

Sturken, Marita and Lisa Cartwright, *Practices of Looking: An Introduction to Visual Culture*, Second Edition (Oxford: Oxford University Press, 2008).

Walker, John A. and Chaplin, Sarah. *Visual Culture: An Introduction* (Manchester: Manchester University Press, 1997).

Change Log for this CSD:

Major or	Nature of Change	Date Approved &	Change
Minor		Approval Body (School	Actioned by
Change?		or LTPC)	Academic
			Registry