

## **COURSE SPECIFICATION DOCUMENT**

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

**Academic School/Department:** Communications, Art and Social Sciences

**Programme:** BA Art History and Visual Culture

**FHEQ Level:** 4

**Course Title:** Introduction to Visual Culture

**Course Code:** AVC 4205

**Course Leader:** Dr Nicola Mann

**Student Engagement Hours:** 120

Lectures: 22.5

Seminar / Tutorials: 22.5

Independent / Guided Learning: 75

**Semester:** Fall, Spring

**Credits:** 12 UK CATS credits

6 ECTS credits

3 US credits

### **Course Description:**

This course explores images and representations across cultural and historical contexts: the way meaning and ideologies can be decoded from such cultural artifacts as advertising, photography, cinema, modern art, sculpture, architecture, propaganda and comic books. Through varied examples, it takes an introductory route through some of the most important cultural theories and concepts.

### **Prerequisites: None**

### **Aims and Objectives:**

- Consider conceptual frameworks for critically assessing issues of cultural production, images and representations.
- Introduce and discuss the major theoretical approaches in this field including semiotics, discourse analysis, feminism and ideology.
- Discuss, understand and develop a critical awareness of the ways in which cultural practices are related to issues of power in society, cultural identities, and the relationship between identity and one's place in society.

- Use a variety of resources (such as presentations, cultural artifacts, practical exercises, books, articles and the Internet) to critically engage with the theoretical approaches.

**Programme Outcomes:**

4A(i); 4B(i); 4B (ii); 4B (iii); 4C(i); 4C (ii); 4D(i)

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

This is located at the archive maintained by the Academic Registry and found at: <http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

- Demonstrate a broad understanding of theories, methods and concepts appropriate for the study of art history and visual culture
- Engage with a broad body of knowledge on art history and visual cultures
- Demonstrate a broad understanding of similarities and differences in visual practices across cultures
- Demonstrate a broad ability to observe, describe and interpret visual artefacts
- Demonstrate the ability to gather, organise and deploy ideas and information in order to evaluate their strengths and weaknesses, and express them effectively in written, oral or other forms
- Demonstrate an ability to judge the reliability of sources, and begins to identify the strengths and weaknesses of concepts and theoretical frameworks
- Act with limited autonomy under direction or supervision and engages in evaluation of own work and capabilities and outputs in key areas

**Indicative Content:**

- Semiotics and Structures
- Genres, Codes and Conventions
- Narrative
- Ideology
- Discourse
- Hegemony and Counter-hegemony
- Gender & Images
- Ethnicity, Orientalism and Representing 'Race'
- Post-modernism

**Assessment:**

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

**Teaching Methodology:**

The course will combine formal lectures with interactive discussion. The former will introduce the main arguments related to the debate. The latter will be encouraged through tasks, activities and presentations of visual case studies aiming to link the theoretical arguments with the analysis of cultural processes and products.

**Bibliography:**

See syllabus for complete reading list

**IndicativeText(s):**

Michael O'Shaughnessy and Jane Stadler, *Media and Society*. 5<sup>th</sup> edition. (Oxford: Oxford UP, 2012).

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

Nicholas Mirzoeff (ed), *The Visual Culture Reader*, (New York & London: Routledge, 2009).

*Invisible Culture* blog, <http://ivc.lib.rochester.edu/blog/>

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Major	Change from COM to AVC number		
Major	New Program outcomes mapped against AVC		
Major	Revised Learning Outcomes		
Minor	Revised Indicative Content		
Minor	Revised Indicative Texts		

