<u>COURSE SPECIFICATION DOCUMENT</u>

Academic School/Department: Communications, Art and Social Sciences

Programme: BA Art History and Visual Culture
BA Social Media and Digital Communication

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

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 Learning and Teaching Policy Committee found at:
http://www.richmond.ac.uk/content/academic-affairs/academic-standing.aspx.

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.* 5th 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 AB)	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		
Minor	Added Social Media to Prog		