

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications & The Arts
Programme:	MA AVC, FLM
FHEQ Level:	7
Course Title:	Visual Cultures
Course Code:	AVC 7105
Student Engagement Hours:	200
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
Semester:	Fall, Spring, Summer
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.

Prerequisites:

MA AVC / FLM 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:

AVC: A1, A6, B1, B2, B4, B5

FLM: A1, A2, B1, B2, B4, B5

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located 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 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 University Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies..>

Teaching Methodology:

Teaching will include interactive lectures, supplemented with a range of audiovisual aids, designed to introduce students to the key concepts of professional practice. Guest speakers and activities will contribute alternative perspectives and experience. Students will develop

their critical understanding of these concepts and their practical application through a range of workshops and group and individual exercises undertaken in class and out of class. Their group and individual presentations and written work will be discussed in feedback sessions which explore responses to issues arising from professional practice. The teaching will be supplemented with individual tutorials designed to address students' personal needs.

Indicative Text(s):

Emmison, Michael and Smith, Philip. *Researching the Visual: Images, Objects, Contexts and Interactions in Social and Cultural Inquiry* (Thousand Oaks, California, 2012).

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).

Howells, R. *Visual Culture*. (London: Polity, 2018).

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, 2018).

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

Journals

Journal of Arts Management, Law and Society <https://www.tandfonline.com/loi/vjam20>

Web Sites

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
Inclusion of MA FLM learning outcomes		
Updated indicative reading		
