COURSE SPECIFICATION DOCUMENT

Academic Department: Communications and the Arts

Programme: Art History and Visual Culture
                              American Studies
                              Communications: Advertising & PR
                              Communications: Media Studies
                              Digital Communication & Social Media
                              Film & Photography
                              Film Studies
                              International History

FHEQ **Level:**   4

Course Title: Introduction to Visual Culture

Course Code: AVC 4205

Student Engagement Hours: 120
Lectures: 22.5
Seminar / Tutorials   22.5
Independent / Guided Learning: 75

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:

Art History and Visual Culture: A4(i), A4(ii), A4(iii), B4(I), B4(ii), B4(iii), C4(i), C4(ii), D4(I), D4(ii)

American Studies: A4(ii), B4(ii), C4(I), C4(iii), D4(I)

Communications: Advertising & PR: A4(i), A4(ii), A4(iii), B4(ii), C4(I), C4(iii), D4(iii)

Communications: Media Studies: A4(i), A4(ii), A4(iii), B4(ii), C4(I), C4(iii), D4(I), D4(iii)

Digital Communication & Social Media: A4(iii), B4(I), B4(ii), B4(iii), C4(i), C4(iii), D4(i)

Film and Photography: A4(iii), B4(i), B4(ii), B4(iii), C4(I), C4(iii), D4(i)

Film Studies: A4(iii), B4(I), B4(ii), B4(iii), C4(i), C4(iii), D4(i)

International History: B4(ii), C4(i), C4(ii), D4(i), D4(ii)

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

This is located at the archive maintained by Registry and found 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 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 University Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/university-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.

Indicative Texts:
Evans, Jessica & Stuart Hall (eds), *Visual Culture: The Reader* (London, Thousand Oaks, CA & New Delhi: Sage, [1999] 2009).
Manovich, Lev. *Cultural Analytics*, (London, MIT Press, 2020)
Mirzoeff, Nicholas (ed), *The Visual Culture Reader*, 3rd edition, (New York & London: Routledge, 2012).
O'Shaughnessy, Michael and Jane Stadler, *Media and Society.* 6th edition. (Oxford: Oxford UP, 2016).

Journal:
International Journal of Communication, USC Annenberg.
Visual Studies, Taylor & Francis Online.

Film:
Frantz Fanon: Black Skin, White Mask, (Dir. Isaac Julien, 1996).

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
Change from COM to AVC number		
New Program outcomes mapped against AVC		
Revised Learning Outcomes		
Revised Indicative Content		
Revised Indicative Texts		
Added Social Media to Prog		
Revised Indicative Content	18/11/20 (Dept)	
Revision – annual update	May 2023	