

COURSE SPECIFICATION DOCUMENT

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

Academic School/Department: Communications, Arts and Social Sciences

Programme: Art, Design and Media

FHEQ Level: 6

Course Title: Contemporary Visual Culture I

Course Code: ADM 6200

Course Leader: Dennis de Caires

Student Engagement Hours: 120

Presentations 12

Seminars 27

Study Visits 6

45

Independent / Guided learning: 75

Semester: Spring

Credits: 12 UK CATS credits
6 ECTS credits
3 US credits

Course Description: Through theoretical and empirical insights into our image-based culture, this course deals with the multifariousness of contemporary visuality. It views traditional and media-generated images taken from various areas (art, design, film, print, photography, video, computer) in the context of life today. In a program of gallery visits and theoretical discussions, students learn about visual representation and various ways of encountering the complexity of imagery in the twentieth/twenty-first century.

Prerequisites: ADM 5297

Aims and Objectives: The aim of this course is to introduce students to visual culture from the early 20th century to the present day. It operates as background in relation to the second part of the course which focuses more fully on current issues. It examines key texts and artworks, providing students with an understanding of how visual culture has developed from the early 20th century to the present.

Programme Outcomes :

A1, A5, A6, B1, B2, B5, C1

A detailed list of the programme outcomes are found in the Programme Specification.
This is located at: <http://myrichmond.richmond.ac.uk/departments/artsandsciences>

Learning Outcomes:

By the end of the course, the successful student is expected to be able to demonstrate the following:

- To appreciate and to be able to critically evaluate the connections between the visual works, and their social, historical and political contexts.
- To develop a good understanding of 20th century and contemporary visual culture and of the interpretations used in its analysis.
- To be able to research, develop and structure the presentation of an argument on contemporary visual culture in both written and oral forms.

Indicative Content:

What do we mean by visual culture? Survey of key theories and works to be discussed.

Marcel Duchamp, readymades and the gallery context

Modernism

Discussion of *Ways of Seeing* Chapter 1 and of Baudrillard text

Postmodernism

Feminist art history: the reception of female artists

Photography and Film

Barthes's texts with reference to Semiotics and Post-Structuralism

Book Art

The Museum Context

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved by Academic Council on 28 June 2012.

Teaching Methodology:

Classes are conducted in an interactive fashion by addressing issues close to the students' interests as well as exploiting the opportunities of London's exciting cultural life. The aim is to balance the presentation of material in lecture format with in-class discussions, individual/group student contributions, and visits. To participate effectively students must come to the class prepared by having completed the assigned readings and any additional tasks the subsequent course work should require.

