



UNIVERSITI TEKNOLOGI MARA

CTA442: VISUAL CULTURE

Course Name (English)	VISUAL CULTURE APPROVED
Course Code	CTA442
MQF Credit	2
Course Description	In this course, students will be able to understand the significance between visual objects and its cultural contexts. This theory-based course focuses on the meaning of imagery which includes fine art, folk art, mass media, design, popular culture, architecture, and other categories of visual phenomena in diverse societies and in everyday life. It is not only a study of images, but a culture's visual meaning system conveyed in images which involve exploration of the context of the image production and how context alters the meaning.
Transferable Skills	Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
Teaching Methodologies	Lectures, Blended Learning, Presentation
CLO	CLO1 Interpret critical thinking and questioning through artwork and an essay to develop a better understanding of visual culture CLO2 Communicate ideas and stories using visuals and deliver them effectively through a presentation. CLO3 Conduct interviews of relevant respondents to identify the issue related to visual culture
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Briefing 1.1) Course Information	
2. Introduction to Visual Culture 2.1) What is Visual Culture?	
3. The Perceptual Theories of Visual 3.1) semiotics & signs 3.2) cognitive 3.3) visual stereotypes	
4. The Visuals, Art History and The Movements 4.1) Art Movements, Artwork and Artist	
5. Graphic Design & Advertising: Defining Material Culture, the Art of Pe 5.1) Technology & Design	
6. Photography and the Importance to be the Major Feature in Telling Stor 6.1) Photographer and artwork	
7. Television and Video: The Effect of the TV Generation and the Inventio 7.1) Generation	
8. Motion Pictures and the Ethical Issues of Stereotyping and Violence I 8.1) Screening	
9. Cartoon and Animation: The Concern of Image and Representation. 9.1) Cartoon, Character and studio	
10. Computer Generated Imagery (CGI) 10.1) The Advancement of Technology, Computer and its Future	

11. World Wide Web 11.1) Defining Virtual Community, the Networking in Modern Society and the Cyber Culture
12. The Revolution of the Media, New Media and its Future. 12.1) What is next?
13. Final Submission & Presentation 13.1) Discussion
14. Showcase / Screening 14.1) Final Presentation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 2	25%	CLO2
	Assignment	Assignment 1	55%	CLO1
	Final Project	Group Project	20%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Nicholas Mirzoeff 2009, <i>An Introduction to Visual Culture</i>, 2nd Ed., Routledge New York [ISBN: 978-019531440] • Richard Howells, Joaquim Negreiros 2012, <i>Visual Culture</i>, 2nd Ed., Polity [ISBN: 0745650716] • William John Thomas Mitchell, W. J. T. Mitchell 2015, <i>Image Science</i> [ISBN: 9780226231334]
	Reference Book Resources	<ul style="list-style-type: none"> • Malcolm Barnard 1998, <i>Art, Design and Visual Culture: An Introduction</i>, 1st Ed., St. Martin's Press New York [ISBN: 978-031221691]

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources