



UNIVERSITI TEKNOLOGI MARA

VCS501: WRITING IN ART AND CULTURE

Course Name (English)	WRITING IN ART AND CULTURE APPROVED
Course Code	VCS501
MQF Credit	2
Course Description	This course will introduce students to effective writing skills in the context of art and culture. It also seeks to sharpen the ability of students to think critically about art and culture through the use of writing. The course is about writing as a tool for penetrating art and culture in relation to community and cultural context. It concentrates on the four distinguishing characteristics that define quality scholarly writing. They are organization, readability, effectiveness and elegance which are based on critical, intellectual context and theoretical exploration. Students will learn to explain, describe, analyze, interpret and evaluate art works, events and ideas effectively and organize essays for both professional and general audiences.
Transferable Skills	Reflective Learner, Resourceful and Responsible, Effective Communicator and Responsive.
Teaching Methodologies	Lectures, Discussion, Journal/Article Critique, Supervision
CLO	CLO1 1. Define the different phases of the writing process and use them. CLO2 2. Apply the ability to state or write information and ideas clearly and effectively. CLO3 3. Analyze visual images or events critically and write about them in terms of form, content and cultural context.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction to Writing in Art and Culture. 1.1) n/a	
2. 2. Types of Art Writing. 2.1) n/a	
3. 3. Strategies in Art Writing. 3.1) n/a	
4. 4. Art Historical and Critical Approaches in Writing. 4.1) n/a	
5. 5. Writing about Art: Formal and Contextual Analysis. 5.1) n/a	
6. 6. Biographical Approach in Art Writing. 6.1) n/a	
7. 7. 'Explaining' and 'Evaluating' Texts. 7.1) n/a	
8. 8. Publishing Art Essays. 8.1) n/a	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1. Essay writing on art appreciation.	20%	CLO1
	Assignment	Assignment 2. Progress Assessment on Final Project.	20%	CLO2
	Individual Project	Final Project of Writing on art and culture.	60%	CLO3

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Barnett, S. 2011, <i>A Short Guide to Writing About Art</i>, Pearson New Jersey • D'Alleva, A. 2010, <i>How to Write Art History</i>, Laurence King Publishing London • D'Alleva, A. 2012, <i>Methods & Theories of Art History</i>, Laurence King Publishing London • Feldman, E. B. 1994, <i>Practical Art Criticism</i>, Prentice Hall New Jersey • Pointon, M. 1994, <i>History of Art: A Students' Handbook</i>, Routledge London • Pooke, G. and Whitham, G. 2010, <i>Understand Art History</i>, The McGraw-Hill London • Williams, G. 2014, <i>How to Write About Contemporary Art</i>, Thames & Hudson London
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	