UNIVERSITI TEKNOLOGI MARA

PSV712: ART AND THE VISUAL STUDIES

Course Name (English)	ART AND THE VISUAL STUDIES `APPROVED`
Course Code	PSV712

MQF Credit	3

Course Description	This course will introduce students to the art and the visual studies especially concerning the historical and the current debates our legionary of visual culture as a paradigm shift in art and design education. Recent perspectives on the term 'popular culture' in the context of art and design curriculum will be discussed.

Transferable Skills	Communication Skills Problem-solving Skills Critical Thinking Skills Creative Thinking Skills

Teaching Methodologies	Lectures, Blended Learning, Discussion, Presentation, Journal/Article Critique

CLO		
	CLO1	Critically discuss the contemporary issues in Art and Visual Studies.
	CLO2	Identify the vision and visuality from aesthetics, art criticism, art history and studio practices
	CLO3	Apply the theories of visual studies to art practice.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction 1.1) Recent perspective on visual studies. 1.2) Art and Visual studies 1.3) The Visual World
2. Semiology and visual form. 2.1) Semiology 2.2) Visual Imagery 2.3) Definition and history of Visual Literacy. 2.4) The grammar, syntax and semantics of visual literacy. 2.5) Strategies to promote visual literacy.
3. Psychology of perception. 3.1) Visual perception (Arnheim) 3.2) Visual Imagery 3.3) Visual form (symbolism and metaphor)
4. Graphics and Design in computer generated imagery. 4.1) CGI 4.2) Computer Imagery 4.3) Visual Technology
5. The Power of Visual Culture and the popular culture. 5.1) Visual & pop culture 5.2) Visual Culture in art
6. Interpreting Works of Visual Art. 6.1) Interpretation by the artist 6.2) Interpretation by the lay person 6.3) Professional Interpretation
7. Art History and Criticism. 7.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Fieldwork, Visual and Research Diary	40%	CLO3
	Individual Project	Written Report and Presentation	30%	CLO2
	Journal/Article Critique	Written Review and Oral Presentation	30%	CLO1

Reading List	Reference Book Resources	• Gillian Rose 2012, *Visual Methodologies: An Introduction to Researching with Visual Materials*, SAGE London
		• Alfonso, A.I., Kurti, L. and Pink, S. 2004, *Working Images: Visual Research and Representation in Ethnography*, Routledge London
		• Elkins J 2003, *Visual Studies*, Ed., , Routledge New York London. [ISBN:]
		• Mattide P 2003, *Artist in Its Time*, Ed., , Routledge Taylor and Francis Group London. [ISBN:]
		• Berger J 1975, *Ways of Seeing*, Ed., , Harmonsworth: Penguin Book Ltd and the Britis [ISBN:]
		• Arnheim, R 1974, *Art and Visual Perception*, Ed., , University of California Press Berkeley and L
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	