



UNIVERSITI TEKNOLOGI MARA

VAE415: CULTURE AND VISUAL THINKING

Course Name (English)	CULTURE AND VISUAL THINKING APPROVED
Course Code	VAE415
MQF Credit	3
Course Description	This course will provide understanding the principle of art as a phenomenon or concept in the context of culture. Through this course, art is explained based on its forms as shapes, types, properties and structures and aesthetic principles. The art of icons, signs or symbols in the context sosio-cultural and their functions will also be discussed and explained in order to meet human needs in dealing with the sources of value, personal potential, socio-cultural and social institutions that are owned and used by the community.
Transferable Skills	drawing, painting, craft
Teaching Methodologies	Lectures, Blended Learning, Demonstrations, Discussion, Presentation, Supervision
CLO	<p>CLO1 Identify the shapes, types, natures and structures together with principles of art in general through aesthetic-formalist approach.</p> <p>CLO2 Understanding and identify the function of art in human life based on the society's socio-cultural and icon in the context of culture as a phenomenon of life.</p> <p>CLO3 Analyze the phenomenon of environment that stresses art to be socio-cultural problems through cultural approach as a fundamental concept to understand the icons and symbols.</p> <p>CLO4 Engage in art activities as a way of gaining insights into different theories of art, critical issues of art, and models of criticism; make reflections upon their performances and research processes in a journal together with their completed artworks within the contexts of culture in social life and environment in visual art.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. The definition of culture and visual thinking	
1.1) • The concept of culture 1.2) • Culture in visual thoughts 1.3) • Art history in culture	
2. Aesthetic principle in the art forms	
2.1) Aesthetic and Theories about Art	
3. Visual Thinking and icons, symbols and signs	
3.1) n/a	
4. Aesthetic-formalist approach	
4.1) • Making an Aesthetic Statement 4.2) • Three Aesthetic Stances: Realism, Ekspressionism and Formalism 4.3) • Art and Western Society	
5. The concept of visual language and visual thinking	
5.1) n/a	
6. The concept of Intelligence and perception	
6.1) n/a	
7. Functions of art in an individual's life	
7.1) • The influence of the arts in human life 7.2) • The view of artist dan art philosopher	

8. Functions of art in Community 8.1) • Unifying art community 8.2) • Art disseminator of information
9. Art in cultural structure 9.1) • Introduction of Art & Culture 9.2) • Art, Craft and culture
10. Culture and cultural 10.1) • Culture Diversity in Malaysia 10.2) • Various Cultural Perspectives
11. Art as symbols 11.1) • Concept of Malay Woodcarving 11.2) • Australian Aboriginal
12. Pictures, symbols and signs 12.1) n/a
13. Icons and meanings 13.1) n/a
14. Art in cultural change 14.1) • Culture & Challenges 14.2) • Cross-Cultural 14.3) • Contemporary culture

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment /Project(RWB)	40%	CLO1 , CLO2 , CLO3 , CLO4
	Discussion	Online Discussion	20%	CLO1 , CLO2 , CLO3
	Individual Project	3D Project	20%	CLO1 , CLO2 , CLO3 , CLO4
	Quiz	individual test	20%	CLO1 , CLO2 , CLO3

Reading List	<p>Reference Book Resources</p> <ul style="list-style-type: none"> • Hurwitz, A. and Day, M. 2007, <i>Children and Their Art – Art Education for Elementary and Middle Schools.</i>, USA: Thomson/Wadsworth • Arnheim, R. 1971, <i>Visual Thinking.</i>, USA: Universities of California Press. • Datuk Syed Ahmad Jamal. 2007, <i>The Encyclopedia of Malaysia, Volume 14: Crafts and the Visual Arts.</i>, Didier Millet Pte, Editions • Preble, D., & Preble, S. 2002, <i>Art Forms an Introduction to The Visual Arts.</i>, New Jersey: Prentice-Hall • Budhisantoso, S. 1981, <i>Kesenian dan Nilai-nilai Budaya Dalam Analisis Kebudayaan.</i> Jakarta: Departemen Pendidikan dan Kebudayaan • Douglas, M. 1978, <i>Natural Symbols: Explorations in Cosmology.</i> Harmondsworth, Middlesex: Penguin Books, Ltd. • Bates, Jane K. 2000, <i>Becoming an Art Teacher.</i>, Australia : Wadsworth • Ministry of Education, Malaysia 2001, <i>Sukatan Pelajaran Kurikulum Bersepadu Sekolah Rendah – Pendidikan Seni Visual.</i> Petaling Jaya: Curriculum Development Centre. • Kementerian Pendidikan 2001, <i>Silibus Pendidikan Seni KBSR.</i> Kuala Lumpur : Dewan Bahasa dan Pustaka
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources