



UNIVERSITI TEKNOLOGI MARA

EAD505: INTRODUCTION TO VISUAL CULTURE

Course Name (English)	INTRODUCTION TO VISUAL CULTURE APPROVED
Course Code	EAD505
MQF Credit	2
Course Description	Visual Culture aims to introduce students to all aspects of culture that communicate through visual means within fine art or non-fine art disciplines. This course focuses on aspects of culture that rely on visual images as well as visual objects and their influences on society.
Transferable Skills	Demonstrateability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts
Teaching Methodologies	Lectures, Blended Learning, Discussion
CLO	CLO1 Acquire and apply basic knowledge in art history, art criticism and visual culture in the form of writing. CLO2 Analyze stylistic development of visual arts in relation to historical and cultural meanings. CLO3 Develop appreciation of visual art in terms of form, content and context.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Art History and Visual Culture 1.1) n/a	
2. From Textuality to Visuality 2.1) n/a	
3. Basic Material Culture 3.1) n/a	
4. Cultural Studies 4.1) n/a	
5. Basic Visual Anthropology 5.1) n/a	
6. Visual Literacy in Art & Design 6.1) n/a	
7. Basic Visual Semantics 7.1) n/a	
8. Cartoon and Caricature 8.1) A Study on Cultural Identity	
9. Basic Media Theory 9.1) n/a	
10. Bergers' Ways of Seeing 10.1) n/a	
11. Malay Aesthetic 11.1) n/a	
12. Aesthetic of Al-Ghazali 12.1) n/a	
13. Basic Multicultural Art 13.1) n/a	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	50%	CLO1
	Individual Project	n/a	30%	CLO3
	Presentation	n/a	20%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • John Berger 1972, <i>Ways of Seeing</i>, Penguin Books London • Patrick Fuery; Kelly Fuery 2003, <i>Visual Cultures and Critical Theory</i>, Hodder Arnold Publications London • David Levinson; Melvin Ember 1996, <i>Encyclopedia of Cultural Anthropology</i>, Henry Holt and Company New York
	Reference Book Resources	<ul style="list-style-type: none"> • H.H. Arnason 1986, <i>History of Modern Art: Painting, Sculpture, Architecture</i>, Harry N. Abrams Inc New York • I. Chilvers; H. Osborne; D. Fair 1994, <i>The Oxford Dictionary of Art</i>, Oxford University Press Oxford, New York • F. Francina; J. Harris 1982, <i>Modern Art and Modernism: A Critical Anthology</i>, Paul Chapman Publishing Ltd London • F. Francina; J. Harris 1995, <i>Art in Modern Culture: An Anthology of Critical Texts</i>, Phaidon Press Ltd London • A. Hauser 1985, <i>The Philosophy of Art History</i>, Northern University Press Evanston • R. Hughes 1982, <i>The Shock of the New</i>, Alfred A. Knopf New York • J.A. Hobbs 1985, <i>Art in Context</i>, Harcourt Brace Jovanovich New York • Mohamed Ali Abdul Rahman 1991, <i>Sejarah Seni Dunia</i>, Biroteks Shah Alam • Mulyadi Mahamood 1993, <i>Mendekati Seni Lukis dan Seni Reka</i>, Dewan Bahasa dan Pustaka Kuala Lumpur • M. Ponton 1994, <i>History of Art : A Students' Handbook</i>, Routledge London and New York • Siti Zainon Ismail 1989, <i>Percikan Seni</i>, Dewan Bahasa dan Pustaka Kuala Lumpur • Zakaria Ali 1989, <i>Seni dan Seniman: Esei-Esei Seni Halus</i>, Dewan Bahasa dan Pustaka Kuala Lumpur
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	