



UNIVERSITI TEKNOLOGI MARA

VCS401: INTRODUCTION TO VISUAL CULTURE STUDIES

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| Course Name (English) | INTRODUCTION TO VISUAL CULTURE STUDIES APPROVED |
| Course Code | VCS401 |
| MQF Credit | 2 |
| Course Description | This course is an early exposure to students about theory of art in discipline of art history. Students are exposed to the early history of art from medieval Europe to the present. This exposure is expected to help students recognize the artists who live in a particular time. In addition, students are exposed to the artworks produced by artist with particular style. This course is also expected to help students strengthen their knowledge of the history of art and theories in the field of art. |
| Transferable Skills | Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts. |
| Teaching Methodologies | Lectures, Blended Learning, Reading Activity |
| CLO | CLO1 To enable students to inquire and apply basic knowledge of visual culture. CLO2 To formally integrate skills and knowledge to conduct research as well as to analyze and interpret artwork according to the visual culture. CLO3 To give broader view about visual culture studies. |
| Pre-Requisite Courses | No course recommendations |
| Topics | |
| 1. Introduction 1.1) N/A | |
| 2. Framing Visual Culture Studies 2.1) N/A | |
| 3. Gaze, Sign and Logo 3.1) N/A | |
| 4. Photography and the Multiplying Image 4.1) N/A | |
| 5. Visualizing Gender 5.1) N/A | |
| 6. Visual Culture and Everyday Life 6.1) N/A | |
| 7. The Cyborg 7.1) N/A | |
| 8. Visualizing Race 8.1) N/A | |
| 9. Visual Power: Surveillance Culture 9.1) N/A | |
| 10. Fashion 10.1) N/A | |
| 11. Advertising and Visual Culture 11.1) N/A | |
| 12. Visual Culture and Built Space 12.1) N/A | |

| Assessment Breakdown | % |
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| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
|---|------------------------|-------------------------------|------------------------|------------|
| | Assignment | Reading Assignment | 30% | CLO1 |
| | Assignment | Paperwork | 30% | CLO2 |
| | Assignment | Presentation | 40% | CLO3 |

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