Course Name (English)	INTRODUCTION TO VISUAL CULTURE APPROVED
Course Code	VCS406

MQF Credit	3

Course Description	This course examines the significance of any human creation that is primarily meant to be experienced visually. This can incorporate visual, such as photographs or oil paintings, or aspects of everyday life that predominantly depend upon sight, such as how we look at and thus understand. Able to describe ways in which human beings relate to visual aspects of the world. This discipline emerged from the intersection of art history, cultural anthropology, archaeology, design history and the sociology 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 Apply basic knowledge of visual culture CLO2 Interpret artwork/text according to the component of visual culture setting. CLO3 Explain broader view about visual culture studies

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction 1.1) Framing Visual Culture Studies
2. Sign 2.1) N/A
3. Gaze 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	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	n/a	30%	CLO2
	Presentation	n/a	40%	CLO1
	Reading Response	n/a	30%	CLO3

Reading List	Reference Book Resources	• **Whitney Davis 2017, *Visuality and Virtuality*, Princeton University Press [ISBN: 9780691171944]** • **Marita Sturken,Lisa Cartwright 2017, *Practices of Looking*, Oxford University Press, USA [ISBN: 9780190265717]** • **Norman Bryson,Michael Ann Holly 1994, *Visual Culture*, Wesleyan University Press [ISBN: 9780819552600]** • **Igor Zabel,Igor Španjol 2012, *Contemporary Art Theory*, Jrp Ringier Kunstverlag Ag [ISBN: 9783037642382]** • **Nicholas Mirzoeff, *The Visual Culture Reader* [ISBN: 0415782627]** • **Whitney Davis 2017, *A General Theory of Visual Culture*, Princeton University Press [ISBN: 0691178070]** • **Nicholas Mirzoeff, *An Introduction to Visual Culture* [ISBN: 0415327598]** • **Stuart Hall,Jessica Evans,Sean Nixon 2013, *Representation*, SAGE Publications Limited [ISBN: 1849205639]** • **Richard Howells 2003, *Visual Culture*, Polity [ISBN: 074562412X]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	