



UNIVERSITI TEKNOLOGI MARA

VCL505: INTRODUCTION TO VISUAL CULTURE

Course Name (English)	INTRODUCTION TO VISUAL CULTURE APPROVED
Course Code	VCL505
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	At the end of the course, students should be able to: 1. Analyse stylistic development of visual arts in relation to historical and cultural meanings 2. Conduct appreciation of visual arts in terms of form, content and context 3. Acquire and apply basic knowledge art history, art criticism and visual culture in the form of writing
Teaching Methodologies	Lectures
CLO	CLO1 Analyse stylistic development of visual arts in relation to historical and cultural meanings CLO2 Conduct appreciation of visual arts in terms of form, content and context CLO3 Acquire and apply basic knowledge art history, art criticism and visual culture in the form of writing
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 Antropology 5.1) n/a	
6. Visual Literacies in Art and Design 6.1) n/a	
7. Basic Visual Semantics 7.1) n/a	
8. Cartoon and Caricature - A Study on Cultural Identity 8.1) n/a	
9. Basic Media Theory 9.1) n/a	
10. Bergers' Ways of Seeing 10.1) n/a	
11. Malay Aesthetics 11.1) n/a	

12. Aesthetics of AI - Ghazali

12.1) n/a

13. Basic Multicultural Art

13.1) n/a

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Test	n/a	40%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	Reference Book Resources
		<ul style="list-style-type: none"> • Berger, J. 1972, <i>Ways of Seeing</i>, British Broadcasting Corporation and Penguin Books London • Fuery, Patrick, & Fuery, K. 2003, <i>Visual Cultures and Critical Theory</i>, Hodder Arnold Publications London • Levinson, D., & Ember, M. 1996, <i>Encyclopedia of Cultural Antropology</i>, Henry Holt and Company New York

		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	