



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

## VISUAL STUDIES (BA VISUAL STUDIES)

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up.ac.za/visualarts | Facebook: Visual Arts Department



### BA VISUAL STUDIES

We are confronted with the visual everywhere: on billboards, TV screens, in cinemas, magazines, newspapers, on the Internet, fashion, architecture and in malls. We do not necessarily see more than previous generations (although there is probably more to see), but it is rather a case that we ask different questions about what we see and experience than before. Visual Studies as programme, and Visual Culture Studies as the main subject, enable students to explore the various exciting forms of visual images that surround them on a daily basis. The aim is to promote critical skills by offering direction in the analysis, interpretation and evaluation of various aspects of visual culture, both in a historical and contemporary context. The programme deals with theoretical issues, and students do not need artistic talent to study the course.



DEPARTMENT OF  
**VISUAL ARTS**



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## What makes Visual Studies unique?

It is unique because it studies both the social construction of the visual field, in other words the way we see, and it explores the visual construction of the social field, because we are also seeing beings. On a theoretical level, Visual Studies draws from the ideas and discourses rooted in the disciplines of Art History, Cultural Studies, Media and Film Studies, Aesthetics, Visual Anthropology, Material Culture Studies and Philosophy. Visual Studies aims through an inter-disciplinary and comparative approach to make sense of the visual within the broader paradigm of critical discourses such as new urbanism, poststructuralism, critical race and gender theories, new media, postcolonialism, posthumanism, and feminism to name only a few. This is a vital new field of study that presents exciting research opportunities in an ever expanding arena of visibility.

## What does the programme entail?

Visual Studies as a programme, and Visual Culture Studies as the main subject, enable students to explore the various exciting forms of visual images that surround them on a daily basis. The aim is to promote critical skills by offering direction in the analysis, interpretation and evaluation of various aspects of visual culture, both in a historical and contemporary context. The programme deals with theoretical issues, and students do not need artistic talent to study the course.

Please visit our website [www.up.ac.za/visualart/](http://www.up.ac.za/visualart/) and our Facebook page [Visual Arts Department](#) for more information.

## Application and selection procedure

Because this programme follows a comparative and inter-disciplinary approach, students are equipped with the background and critical skills that can be applied in a variety of career options, mainly in the cultural industry, media, television, new technologies, education, and visual communication. The emphasis is on the development of analytical and critical thinking skills; it is not vocational training for a specific career. Rather, it allows for a diversity of employment opportunities focussing on the visual in the broadest sense.

## Admission requirements

A National Senior Certificate that complies with the minimum requirements for admission to a bachelor's degree is required, as well as an APS of 30. No interview is necessary. You do not have to be able to draw, paint or design to take visual studies.

## Course structure

### First Year

Academic information management	AIM	101				
Visual Culture Studies	VKK	111		121		123
Academic Literacy	ALL	110		125		

### Elective modules

Anthropology	APL	110		120		
Heritage and Cultural Tourism	EFK	110		120		
Drama and Film Studies	DFK	110		120		
Philosophy	FIL	110		120		
Information Science	INL	110		140		
Marketing	BEM	110		122		
Political Science	PTO	111		120		
Religious Studies	REL	110		120		

### Second Year

Visual Culture Studies	VKK	211		221		222
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### Elective modules

Anthropology	APL	210		220		
Heritage and Cultural Tourism	EFK	210		220		
Drama and Film Studies	DFK	210		220		
Philosophy	FIL	210		220		
Information Science	INL	240				
Marketing	BEM	212		224		
Political Science	STL	210		220		
Religious Studies	REL	210		220		

### Third Year

Visual Culture Studies	VKK	311		321		322
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### Elective modules

Anthropology	APL	310		320		
Heritage and Cultural Tourism	EFK	310		320		
Drama and Film Studies	DFK	310		320		
Philosophy	FIL	310		320		
Information Science	INL	360				
Marketing	BEM	314		231		
Political Science	STL	310		320		
Religious Studies	REL	310		320		