

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

VISUAL STUDIES (BA VISUAL STUDIES)

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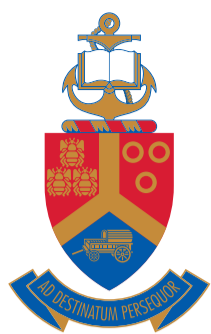
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BA VISUAL STUDIES

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.





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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 visuality.

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/ 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
Visual Culture Studies
Academic Literacy

Elective modules

Anthropology
Heritage and Cultural Tourism
Drama and Film Studies
Philosophy
Information Science
Marketing
Political Science
Religious Studies

Second Year

Visual Culture Studies

Elective modules

Anthropology
Heritage and Cultural Tourism
Drama and Film Studies
Philosophy
Information Science
Marketing
Political Science
Religious Studies

Third Year

Visual Culture Studies

Elective modules

Anthropology
Heritage and Cultural Tourism
Drama and Film Studies
Philosophy
Information Science
Marketing
Political Science
Religious Studies