

# University of Pretoria Yearbook 2016

## Visual culture studies 222 (VKK 222)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Humanities</a>
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">BIS Publishing</a> <a href="#">BA (Fine Arts) Fine Arts</a> <a href="#">BA Extended Programme</a> <a href="#">BA Humanities</a> <a href="#">BA Information Design Information Design</a> <a href="#">BA Languages Languages</a> <a href="#">BA Law</a> <a href="#">BA Visual Studies</a> <a href="#">BPolSci Political Studies</a>
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Visual Arts
<b>Period of presentation</b>	Semester 1

### Module content

New media in visual culture

This module highlights and investigates emerging new media technologies by emphasising and critically analysing the cultural, political, rhetorical and aesthetic possibilities of these tools. New media is considered in terms of archiving, the digitisation and display of visual cultures, branding and dissemination of visual cultures. Theorists may include: McLuhan, Kellner and Manovich.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.