



University of Pretoria Yearbook 2016

Visual culture studies 111 (VKK 111)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	12.00
Programmes	BIS Publishing BA (Fine Arts) Fine Arts BA Extended Programme BA Humanities BA Information Design Information Design BA Languages Languages BA Law BA Visual Studies BHCS Sc Heritage and Cultural Tourism BPolSci Political Studies
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Double Medium
Academic organisation	Visual Arts
Period of presentation	Semester 1

Module content

Foundations of visual culture

This module introduces art and visual culture theory using a wide range of texts and ideas. The module gives students wide exposure to visual discourses and includes a variety of visual culture examples e.g. artworks, advertisements. These discourses may include: exploring what visual culture is; modes of analysis; introducing terminology such as ideology and myth; dealing with selected periods from history contextually; introducing cultural icons and themes from popular visual culture.

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