Visual culture studies 222 (VKK 222)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	20.00
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	No prerequisites.
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Visual Arts
Period of presentation	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.

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