



University of Pretoria Yearbook 2019

Visual culture studies 111 (VKK 111)

Qualification	Undergraduate
Faculty	Faculty of Humanities
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.
Module credits	12.00
Programmes	BIS Publishing BA BA Extended programme BA Fine Arts BA Information Design BA Languages BA Visual Studies BPolSci Political Studies BSocSci Heritage and Cultural Tourism
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Visual Arts
Period of presentation	Semester 1

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 each student to familiarise himself or herself 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.