

University of Pretoria Yearbook 2020

Visual culture studies 111 (VKK 111)

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| Qualification | Undergraduate |
| Faculty | Faculty of Humanities |
| 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 | School of the 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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