



# University of Pretoria Yearbook 2021

## Visual culture studies 111 (VKK 111)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Humanities</a>
<b>Module credits</b>	12.00
<b>NQF Level</b>	05
<b>Programmes</b>	<a href="#">BIS Publishing</a> <a href="#">BA</a> <a href="#">BA extended programme</a> <a href="#">BA Fine Arts</a> <a href="#">BA Information Design</a> <a href="#">BA Languages</a> <a href="#">BA Visual Studies</a> <a href="#">BPolSci Political Studies</a> <a href="#">BSocSci Heritage and Cultural Tourism</a>
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<b>Period of presentation</b>	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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