Visual culture studies 111 (VKK 111)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	12.00
NQF Level	05
Programmes	BIS (Publishing)
	BA
	BA (Fine Arts)
	BA (Information Design)
	BA (Languages)
	BA (Visual Studies)
	BA extended programme
	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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