1. **Title of the module**

DIGM3380 (EL338) Visual Culture

1. **School or partner institution which will be responsible for management of the module**

Engineering and Digital Arts

1. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**

Level 4

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BSc Multimedia Technology & Design

BSc Multimedia Technology & Design with a Year in Industry

BA in Digital Arts

BA in Digital Arts with a Year in Industry

MArt in Digital Arts

MArt in Digital Arts with a Year in Industry

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Develop an understanding of how visual culture evolved over time

8.2 Discuss the artefacts of visual culture with reference to appropriate media and cultural theories

8.3. Be more visually literate through critiquing and analysing traditional and digital artefacts using appropriate visual methodologies

8.4 Develop an understanding of the ways in which images and artefacts can be analysed in relation to cultural, historical and social context

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
   1. Communicate effectively (in writing, verbally and in a variety of media)
   2. Learn effectively for the purpose of continuous professional development
   3. Develop ability for working in flexible, creative and independent ways and for critical thinking, reasoning and reflection
   4. Develop ability to organise and manage time and resources within an individual project
2. **A synopsis of the curriculum**

This module provides an introduction to visual culture, an interdisciplinary field of studies that integrates historical knowledge, critical thinking and reflection on visual images, their context of production and consumption. Examples of traditional and modern artefacts from the fields of art history, graphic design and digital media will be investigated using appropriate visual methodologies.

1. **Reading List (Indicative list, current at time of publication. Reading lists will be published annually)**

Howells, R. & Negreiros, J. (2011) Visual Culture, Polity Press.

1. **Learning and Teaching methods**Total contact hours: 20

Private study hours: 130

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

* Visual study 1 (30%)
* Visual study 2 (70%)

13.2 Reassessment methods

Reassessment instrument: like-for-like

1. **Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section12) and methods of Assessment (section 13)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 9.1 | 9.2 | 9.3 | 9.4 |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Private Study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Lectures | **X** | **X** | **X** | **X** |  | **X** | **X** |  |
| Seminar | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Visual Study 1 | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Visual Study 2 | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or Centre(s) where module will be delivered:**

Canterbury

1. **Internationalisation**

The module examines examples of fine art and visual culture and critiques them using internationally-recognised theories and philosophies. Examples include the Italian Renaissance, Surrealism, American pop culture, Dadaism, psychoanalysis, feminism, semiotics, etc.

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 30/06/16 | Major | September 2016 | 1, 7-14 | No |
|  |  |  |  |  |

Revised FSO Feb 2018