

Module Title Contextual And Critical Studies - Introduction to Visual Culture	Reference AA1009 SCQF Level SCQF 7 SCQF Points 30 ECTS Points 15 Created April 2009 Approved June 2009 Amended August 2012 Version No. 2
Keywords Art, Design, Visual Culture, Research, Critical Thinking, Context, Communication	

This Version is No Longer Current

The latest version of this module is available [here](#)

Prerequisites for Module

None in addition to course entry requirement.

Students will also receive a library induction programme, image databases, finding information on the internet and referencing.

Corequisite Modules

None.

Indicative Student Workload

<i>Contact Hours</i>	Full Time
Lectures/seminars/group tutorials/individual tutorials	50
Assessment	15

Precluded Modules

None.

Aims of Module

This module will introduce students to Contextual and Critical Studies by examining existing and emerging critical themes, issues, and ideas, which contribute to visual and material culture. It aims to enable students to begin to relate these themes to art and

<i>Directed Study</i>	100
<i>Private Study</i>	135

Mode of Delivery

Contextual and Critical Studies is inherently interdisciplinary. This module is lecture and seminar based,

design studio practice through the development of the core skills of research, analysis, independent critical thinking, synthesis and communication.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1. Apply basic research and information gathering methods related to historical and contemporary visual culture.
2. Apply critical thinking through the contextualisation and development of ideas related to visual culture and studio practice.
3. Synthesise information and communicate effectively both orally and in writing.

Indicative Module Content

The module will introduce students to the subject of visual culture and its relation to art and design practice, considering both contemporary and historic contexts as appropriate. The study of visual culture involves not only the examination of images, but also other forms of visual media and material artefacts

with allocated time for private study and further reading. Visits from professionals in the field and national and international study visits, may form part of the curriculum.

Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3
Component 2	1,2,3

Students are required to submit two assignments: one formative (feedback provided and fed forward to students) at the end of semester 1; the other summative (formally assessed) at the end of semester 2.

Indicative Bibliography

1. Benjamin, W. (1931/1992) ?Unpacking my Library? in Illuminations, London: Fontana.
2. Berger, J. (1972) Ways of Seeing. London: Penguin
3. Danchev, A. (2011) 100 Artist?s Manifestos. London: Penguin.
4. Harrison & Wood (2003) Art in Theory 1900 - 2000: an anthology of changing ideas. Oxford, UK & Cambridge, USA: Blackwell.
5. Lodder, C. (2007) Chapter 2. Searching for Utopia in Modernism: designing a new world, 1914 ? 1939. London: V & A

media and material objects, which might typically include fashion, product design, crafted objects, sculpture and architecture.

In this module, students will be introduced to core skills of research, analysis, independent critical thinking, synthesis and communication, through lectures, seminars and tutorials based around the theme of visual and material culture. Emphasis is placed on developing independent critical thinking and encouraging students to make links with their emerging studio projects and activities.

6. McLuhan, M. & Fiore, Q. (1967/1996) *The Medium is the Massage*. London: Penguin
7. *Modernism: designing a new world, 1914 ? 1939*. London: V & A
8. Rawsthorn, A. (2014) *Hello World: Where Design Meets Life*, Penguin, London.

Additional Notes

Students will be guided towards particular readings relevant to the individual projects and will be encouraged to keep abreast of contemporary issues occurring in their specialist areas.