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MODULE DESCRIPTOR

Module Title

Visual Culture and Design

Reference	BS1290	Version	3
Created	April 2017	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	30
Amended	August 2017	ECTS Points	15

Aims of Module

To introduce students to a range of design and production techniques in addition to an introduction to key theoretical frameworks, themes and issues arising in the study of Visual Culture.

Learning Outcomes for Module

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

- 1 Outline the assumptions, production values and commercial goals that characterise contemporary visual culture.
- 2 Discuss artifacts of visual culture with appropriate reference to key aesthetic and cultural theories.
- 3 Effectively plan, demonstrate and test a range of communication design approaches.
- 4 Discuss and demonstrate a wide range of inter-related techniques through the use of industry-standard software.

Indicative Module Content

Art; advertising; film; image-editing; digital photography; the communication process; realism and modernism in the visual arts; advent and development of chemical and mechanical arts and critical responses to these (typography, photography, film and television); intertextuality and adaptation; irony and juxtaposition; hegemony; ways of seeing and issues of identity and representation; visual culture in the digital era; the globalisation of visual cultures; multimedia tools and technologies;

Module Delivery

Lectures, tutorials, directed reading, screenings and field trips.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	44	44
Non-Contact Hours	256	256
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type: Coursework Weighting: 50% Outcomes Assessed: 1, 2
 Description: Individual Written Assessment

Component 2

Type: Coursework Weighting: 50% Outcomes Assessed: 3, 4
 Description: Individual Portfolio Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The Module is assessed by two components: C1 - Coursework - 50% weighting. C2 - Coursework - 50% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	At least 70% on weighted aggregate and at least 35% in each component
B	At least 60% on weighted aggregate and at least 35% in each component
C	At least 50% on weighted aggregate and at least 35% in each component
D	At least 40% on weighted aggregate and at least 35% in each component
E	At least 35% on weighted aggregate
F	Less than 35% on weighted aggregate
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 BARTHES, R., 1993. *Mythologies*. London: Vintage.
- 2 BERGER, J., 2008. *Ways of seeing*. Harmondsworth: Penguin/BBC.
- 3 GOMBRICH, E.H., 1995. *The story of art*. London: Phaidon Press.
- 4 MCLOUGHLIN, L., 2000. *The language of magazines*. London: Routledge. *ebook*
- 5 PHILLIPS, W. H., 2005. *Film: an introduction*. 3rd ed. Basingstoke: Palgrave.
- 6 STOREY, J., 2015. *Cultural theory and popular culture*. 7th ed. London: Prentice-Hall. *ebook*
- 7 STURKEN, M. and CARTWRIGHT, L., 2009. *Practices of looking*. 2nd ed. Oxford: Oxford University Press.