

MODULE DESCRIPTOR

Module Title

Visual Culture and Design

| | | | |
|-----------|------------|-------------|--------|
| Reference | CB1290 | Version | 2 |
| Created | March 2024 | SCQF Level | SCQF 7 |
| Approved | June 2018 | SCQF Points | 30 |
| Amended | April 2024 | 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

The module makes reference to the following: 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. It engages students with UNESCO's Education for Sustainable Development in regard to the following competencies: Anticipatory, Systems Thinking, Collaboration and Self-awareness in terms of assessing risks and identifying hazards, recognising and understanding relationships between disciplines, learning from others, understanding the needs, perspectives, and actions of others, group conflict resolution, and facilitating collaborative and participatory problem-solving.

Module Delivery

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

Indicative Student Workload

| | Full Time | Part Time |
|--|-----------|-----------|
| Contact Hours | 44 | N/A |
| Non-Contact Hours | 256 | N/A |
| Placement/Work-Based Learning Experience [Notional] Hours | N/A | N/A |
| TOTAL | 300 | N/A |
| <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: | 100% | Outcomes Assessed: | 1, 2, 3, 4 |
| Description: | Individual Portfolio Assessment | | | | |

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

| Module Grade | Minimum Requirements to achieve Module Grade: |
|--------------|--|
| A | The student needs to achieve an A in C1. |
| B | The student needs to achieve a B in C1. |
| C | The student needs to achieve a C in C1. |
| D | The student needs to achieve a D in C1. |
| E | The student needs to achieve an E in C1. |
| F | The student needs to achieve an F in C1. |
| NS | Non-submission of work by published deadline or non-attendance for examination |

Module Requirements

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|--------------------------|-------|
| 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.