Module Title:	Visual and Material Culture
Language of Instruction:	English

Credits:	5

NFQ Level:	6

Module Delivered In	4 programme(s)

Teaching & Learning Strategies:	Blended and E-Learning /Lectures /seminars/gallery/museum visits, student presentations and class based learning research activities. Blended learning strategies will entail the use of electronic platforms such as Blackboard to provide on- line learning materials and interactive question and answer sessions. Lectures will outline key issues, artists, art works etc. using audio visual and interactive methods as appropriate. Class discussions/presentations will encourage students to further develop their communication skills. Gallery Visits will also include the international field trip. Student presentations will allow students to clarify in detail a topic that is both student and tutor selected. Finally in support of discussion students will be encouraged to reflect on set reading extracts for each class.

Module Aim:	This module seeks to introduce essential concepts and research practices related to the study of visual and material culture. It aims to focus upon questions related to culture and ideology, issues of subjectivity and identity formation and the nature of representation in our highly visual environment. An emphasis is placed on the individual development of each student as a self -directed learner where assessment is seen as a means of developing a sense of self reflectivity based on course content.

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	Demonstrate a good understanding of critical questions and challenges that apply to the fields of visual and material culture by being able to analyse a visual/mass media text.
LO2	Be able to identify and use a variety of research skills options including online research and visual research methodologies such as semiotics.
LO3	Be able to present an appropriately researched topic correctly referenced, supported by quotations and bibliography.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content
Visual & Material Culture The subject contents of this programme serve as an introduction to the study of visual and material culture through a detailed overview of a broad selection of visual research methodologies and connected theories. The student will be directed towards identifying theories of Ideology, representation and cultural consumption, as well as research paradigms such as Semiotics , Iconology and Formalism. The programme aims to strengthen the student's critical awareness while informing and supporting individual concerns in their studio practice.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Multiple Choice Questions	Class based Pop quizzes /exercises in the application of visual analysis	1,2	30.00	n/a
Project	Essay 1,000- 1,500 words typed with illustrations based on a student selected theme /application of a visual analytic methodology.	1,2,3	70.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	3.00
Independent Learning	Every Week	3.00
	Total Hours	6.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	[Bachelor of Art (Honours) in Visual Communications and Design](#)	2	Mandatory
CW_AWART_B	[Bachelor of Arts (Honours) in Art](#)	2	Mandatory
CW_AWART_D	[Bachelor of Arts in Art](#)	2	Mandatory
CW_HWVCD_D	[Bachelor of Arts in Visual Communications and Design](#)	2	Mandatory

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	[Bachelor of Art (Honours) in Visual Communications and Design](#)		
CW_AWART_B	[Bachelor of Arts (Honours) in Art](#)		