

Module Title:	Visual Culture
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	A combination of lectures, screenings and blended learning will be used. Particular emphasis will be placed on project based active learning to understand and enhance visual literacy.
Module Aim:	The aim of this module is to introduce students to the discipline of visual culture through key examples and definitions and to give students the grounding in the skills and strategies used in the visual world in to order to offer informed historical, economic and cultural analysis.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate knowledge of key concepts, theories and methodologies that have informed contemporary visual culture.
LO2	Apply a range of skills and strategies of visual analysis in a variety of practical contexts and exercise discernment in such skills and application
LO3	Reflect on and evaluate the quality of his/her own learning and achievements in the discipline of visual culture
LO4	Understand relevant theoretical approaches in the study of the production and consumption of visual culture;
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content
Historical context for contemporary visual culture. A brief history of art, design and contemporary media culture
Introduction to Media theory An examination of the main theoretical concepts underpinning visual culture.
Visual literacy and qualities of design Understanding the qualities of emotive design and visual structure
Representations The construction of representations through visual culture
Genre studies Understanding the categories of visual texts and content

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	An illustrated essay looking at key theoretical and cultural concepts in visual culture	1,2,3	30.00	n/a
Case Studies	A case study looking at iconic visual campaigns and how they generate meaning to audiences.	1,2,3	40.00	n/a
Other	Visual tasks examining the application of theoretical concepts into everyday visual culture	1,2	30.00	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		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	2.00
Independent Learning	Every Week	1.00
Practicals	Every Week	1.00
Total Hours		4.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_EETVM_B	Bachelor of Science (Honours) in TV and Media Production	1	Mandatory
CW_EETVM_D	Bachelor of Science in TV and Media Production	1	Mandatory