Course Outline

School / Portfolio:	Faculty of Education and Arts
Course Title:	VISUAL CULTURE - AN INTRODUCTION
Course ID:	VATHR1011
Credit Points:	15.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED Code:	100301

Program Level:

AQF Level of Program					
5	**6**	**7**	**8**	**9**	**10**
Level					
Introductory			✔			
Intermediate						
Advanced						

Learning Outcomes:

Knowledge:

K1. Recognise key historical developments and stylistic contexts of visual forms and visual culture

K2. Identify principal methods of analysis employed in the discipline of history and theory of art and design.

Skills:

S1. Analyse and appraise formal elements of art and design

S2. Interpret visual media in both in written and oral forms, by presenting an argument, marshalling and documenting evidence, and using basic bibliographic skills.

S3. Apply an appropriate vocabulary of art and design terminology in order to communicate effectively about visual media.

S4. Compare differing interpretations of visual media

S5. Compare differing interpretations of visual media

S6. Compare differing interpretations of visual media

Application of knowledge and skills:

A1. Research historical and contextual issues influencing the creation and interpretation of art and design within a particular social and cultural milieu.

A2. Critique works of art and design and to clearly communicate the manner in which social and cultural factors contributed to their creation and reception.

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Course Content:

This course introduces students to the study of visual culture. Concepts such as creativity, presentation and mediation will be considered along with an investigation of critical writing and visual critique. The historical and aesthetic characteristics of works of art and design produced during selected artistic periods will be utilised to demonstrate how and why we create, value and engage with art. Students are expected to develop a range of critical, analytical and research skills.

Values and Graduate Attributes:

Values:

V1. Value cooperative and positive learning experiences.

V2. Appreciate the benefits of life-long learning

V3. Accept a broad range of views and perceptions.

V4. Value creativity as a rewarding and worthwhile personal and social activity.

V5. Appreciate the purposeful social and personal role that art may play.

V6. Promote confidence in utilising cognitive, affective and appreciative skills in respect of visual analysis.

Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Students are able to reflect critically on Art and Design History and Theory and are developing an understanding of its intricacies. Students have developed an understanding and a set of preliminary skills to develop a life-long critical discourse.	Medium
Self Reliance	Students have established an emerging strategy on how to commence, develop, evaluate and revise their critical understanding of Art Theory.	Medium
Engaged Citizenship	Students have an understanding of what it means to engage ethically and professionally in peer review and discussions	Low
Social Responsibility	Students have gained experience analysing visual culture and its role in reflecting and / or challenging issues in society.	Low

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K2, S1, S3	Develop capabilities in accessing information appropriate to the course and visual analysis	2 Exercises	30-35%
K2, S1, S3, S4, A1, A2,	Research an issue or theme and articulate an argument in response	Essay	30-40%
K1, K2, S2, S4,	Develop an understanding of the course material.	Test	20-25%
K1, S1, S2, A1,	Reflect on course content in terms of the period and relationship with more recent art and design.	Participation in class and on-line discussions.	5-10%

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Adopted Reference Style:

Chicago