



Course Outline (Higher Education)

School:	School of Arts
Course Title:	POPULAR CULTURE AND CONTEMPORARY ART AND DESIGN
Course ID:	VATHR3015
Credit Points:	15.00
Prerequisite(s):	(VATHR2014)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	100301

Description of the Course :

This course focuses on the role and impact of popular culture on contemporary art and design. The course starts with a review of the emergence of Pop art in the 1950s and 60s. The following lectures will address a number of issues that highlight the interrelatedness of popular culture and contemporary art and design. This will include a consideration of the art market, the public and censorship and also new media and street art. Contemporary theoretical approaches to visual culture will be used in an attempt to decode and interpret images. Students are expected to visit galleries and events and attend talks and presentations by artists and designers.

Grade Scheme: Graded (HD, D, C, etc.)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	■	■	■	■	■	■

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Understand key developments in recent art and design practice, criticism and theory in relation to popular culture.
- K2.** Recognise the way that popular culture and social frameworks mediate and inform contemporary art and design.
- K3.** Identify the contemporary theoretical frameworks and approaches utilised in interpreting and validating contemporary art and design.

Skills:

- S1.** Interpret the cultural significance of works of contemporary art and design in relation to popular culture.
- S2.** Analyse and appraise the formal elements of art and design.
- S3.** Apply an appropriate vocabulary of art and design terminology to communicate effectively about visual media and its context.
- S4.** Debate and evaluate the relative merits of differing theoretical approaches to contemporary visual culture.

Application of knowledge and skills:

- A1.** Research popular culture and its impact on contemporary art and design.
- A2.** Critique theoretical frameworks and approaches as applied to contemporary visual culture.
- A3.** Defend an argument as to the role and impact of popular culture in contemporary visual culture.

Course Content:

This course focuses on the role and impact of popular culture on contemporary art and design. The course starts with a review of the emergence of Pop art in the 1950s and 60s. Following on from this, the lectures will address a number of issues that highlight the interrelatedness of popular culture and contemporary art and design. This will include a consideration of the art market, the public and censorship and also new media and street art. Contemporary theoretical approaches to visual culture will be used in an attempt to decode and interpret images. Students are expected to visit galleries and events and attend talks and presentations by artists and designers.

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 and design may play.
- V6.** Promote confidence in utilising cognitive, affective and appreciative skills in respect of visual analysis.

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the Higher Education Graduate Attributes Policy (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course			
		Learning Outcomes (KSA)	Code A. Direct B. Indirect N/A Not addressed	Assessment task (AT#)	Code A. Certain B. Likely C. Possible N/A Not likely
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K2, S1, S3, S4, A2, A3	B	AT2	B
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	Not applicable	Not applicable	Not applicable	Not applicable
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	Not applicable	Not applicable	Not applicable	Not applicable
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	K1, K3, S1, S2, A1	A	AT1	A
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	K1, S1, S2, A1, A3	A	AT4	B

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K3, S1, S2, A1,	Research and analyse the work of contemporary artists/designers in relation to the course material	Tutorial Presentation	20-25%
K2, S1, S3, S4, A2, A3	Research an appropriate issue or theme and articulate an argument in response.	Esaaay	40-45%
K1, K2, K3, S2, S3, A2	Develop an understanding of the key themes and issues in relation to the course material	Test	20-25%

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, S1, S2, A1, A3	Reflect on course content in relation to attendance at galleries and events and presentations by artists and designers.	Participation in class and on-line discussions	15-25%

Adopted Reference Style:

Chicago