

**DEREE COLLEGE SYLLABUS FOR:
GD 2001 LE VISUAL LITERACY**

US CREDITS: 3/0/3

(Same as AR 2001 LE VISUAL LITERACY)
(Revised Fall 2021)

**LEVEL 4
UK CREDITS: 15**

PREREQUISITES:

None

**CATALOG
DESCRIPTION:**

An investigation of a variety of visual structures as they appear in contemporary cultures through art, design and media. Visual rhetoric and visual meanings are examined through critical texts and creative practice.

RATIONALE:

This course aims at establishing an understanding of the influence of visual information in contemporary cultures. From contemporary artworks to design and media, the visual components are investigated. Students will discover ways to become visually literate, to think visually in critical ways, to be articulate about visual experiences.

LEARNING OUTCOMES:

- As a result of taking this course, the student should be able to:
1. Demonstrate understanding of the technological, historical and cultural contexts of the visual systems, through art, design and media.
 2. Identify concepts meanings and the interplay of signs within images connected with art and design.
 3. Create work on visual narratives.
 4. Formulate a language for the critical examination of visual art, design and media.

**METHOD OF TEACHING AND
LEARNING:**

In congruence with the teaching and learning strategy of the College, the following tools are used:

- Classes consist of lectures, demonstrations, and problem solving sessions, class critiques and discussions.
- Studios: students are encouraged to use studio facilities for the completion and installation of their works.
- Media labs: students use media labs for the completion of projects and portfolios.
- Gallery and Museum visits.
- Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture and reading material.
- Online platform (ie. Blackboard, MS Teams), where instructors post assignment instructions, timely announcements, as well as additional resources.

ASSESSMENT:

Summative:

In-class midterm assessment: Submission of project	40%
Final assessment: Submission of project	60%

Formative:

In-class test: Presentation	0
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The formative test aims to prepare students for the projects. The first assessment tests Learning Outcomes 1, 2. The final assessment tests Learning Outcomes 3, 4. Students are required to resit failed assessments in this module.

INDICATIVE READING:

REQUIRED READING:

Berger, J., *Ways of Seeing. Based on the BBC Television Series*, Penguin, 1990.
Howells, R. and J. Negreiros, *Visual Culture*, Polity, 2019.

	<p>Moyer D. and B. Flynn. <i>Visual Literacy Workbook: For Graphic Design and Fine Art Students</i>, OUP, 2019.</p> <p>Sturken, M. and L. Cartwright, <i>Practices of Looking: An Introduction to Visual Culture</i>. OUP, 2009.</p> <p>RECOMMENDED READING:</p> <p>Arnheim, R., <i>Visual Thinking</i>. University of California Press, 2004.</p> <p>Arnheim, R., <i>Art and Visual Perception</i>. University of California Press, 2004.</p> <p>Chambers, E. & A. Northedge, <i>The Arts Good Study Guide</i>, 2nd ed. Open University Press, 2008.</p> <p>Fletcher, A., <i>The Art of Looking Sideways</i>, Phaidon, 2001.</p> <p>Freeland, C., <i>But, is it Art? An Introduction to Art Theory</i>, OUP, 2002.</p> <p>Heller, S., <i>Design Literacy: Understanding Graphic Design</i>. Allworth Press, 2004.</p> <p>Friedberg, A., <i>The Virtual Window. From Alberti to Microsoft</i>. MIT Press, 2006.</p> <p>Gombrich, E. H., <i>Art and Illusion</i>. Princeton University Press, 2000.</p> <p>Hall, S. Jessica Evans, and Sean Nixon, eds. <i>Representation: Cultural Representations and Signifying Practices</i>. SAGE, 2013.</p> <p>Mirzoeff, N. <i>An Introduction to Visual Culture</i>, Routledge; 2nd ed., 2009.</p> <p>Rose, G., <i>Visual Methodologies: An Introduction to Researching with Visual Materials</i>, 4th ed., SAGE 2016.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>RECOMMENDED MATERIAL:</p> <p>Communication Arts Magazine.</p> <p>Creative Review Magazine.</p> <p>LÜRZER'S ARCHIVE Magazine.</p> <p>ARTFORUM Magazine.</p> <p>ARTNEWS Magazine.</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>None</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>MS Office</p>
<p>WWW RESOURCES:</p>	<p>www.e-flux.com/journal</p> <p>www.thedrawingcenter.org</p> <p>www.worksthatwork.com</p> <p>www.adsoftheworld.com</p> <p>www.itstnicethat.com</p> <p>www.luerzersarchive.net</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. Form/ content / context. 2. The function of color, shape and form. 3. Visual semiotics. 4. Cultures of display and contemporary aesthetics. 5. Cultural diversity and visual narratives. 6. Gender in the arts, design and media. 7. The internet galaxy through vision. 8. Moving image and digital art.

