

# Technologies of Visual Culture

## VC1-6

### MODULE DESCRIPTOR

<b>ECTS credits<sup>1</sup></b>	10	<b>Programme</b>	BA in Visual Culture
<b>NQF level</b>	8	<b>School</b>	School of Visual Culture
<b>Stage</b>	1	<b>Module Co-ordinator</b>	David Crowley
<b>Trimester</b>	1	<b>Module Team</b>	Rachel O'Dwyer, David Crowley, Denis Kehoe, and Fiona Loughnane
<b>Contact</b>	Neasa Travers, Secretary School of Visual Culture: <a href="mailto:visualculture@staff.ncad.ie">visualculture@staff.ncad.ie</a>		
<b>Responsibility</b>	NCAD Academic Council and the School of Visual Culture Board have responsibility for this module.		

## 1. Introduction

The purpose of this module is to introduce and contextualize various technologies and environments relating to the study of visual culture. Surveying a broad range of representational and distributive technologies including print, photography, cinema and the internet, classes in this module set out to explore the extent to which different formats influence and even determine cultural practices. As a concept, technology is synonymous with new or high technology. Through historical case studies, this module sets out to explore the ways in which traces and forms of older technologies persist in newer ones. Drawing on scholarship in the field of media archaeologies, it also pays particularly attention to the material forms of these technologies.

This module will establish an historical and theoretical background for the constantly changing technologies, concepts and media forms of digital systems – the subject of a module in year two (VC2-6).

The aims of this module are to:

1. Introduce and contextualize technologies and environments relating to the study of visual culture;
2. Introduce key concepts in the relationship between theory and practice across various media and technologies in the visual arts;
3. Investigate the challenges of contemporary research and art curation in regard to the history of media technologies.

<sup>1</sup> European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

## 2. What will I learn?

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On successful completion of this module students will be able to:

1. RESEARCH: Demonstrate an applied knowledge of the role played by different technologies in particular aspects of the production, distribution and/or consumption of forms of visual culture;
2. ANALYSE: Show a critical awareness of the historical and theoretical foundations of current technologies;
3. COMMUNICATE: Communicate their findings in a coherent and informed manner.

### Module content

Organised as weekly lecture and related seminar, students will address particular themes each week. They include, for instance, a session on 'Writing' which addresses the history and future of publishing with a particular focus on serial forms which were typical of C19th publishing practices and are being revived today. Other lecture /seminar combinations include a lecture discussion of the C19th exhibition techniques such as the museum diorama as the precursor of cinema, followed by a discussion of the recent entry of the moving image into the museum space.

Indicative readings include:

- Kittler, F. (2001), *Gramophone Film. Typewriter*, Stanford, CA: Stanford University press
- Lisa Gitelman (1999) *Scripts, Grooves, and Writing Machines: Representing Technology in the Edison Era*, Stanford University Press
- Jeffrey Sconce (2000) *Haunted Media: Electronic Presence from Telegraphy to Television*, Duke University Press
- Lynn Neade (2008) *The Haunted Gallery. Painting, Photography and Film around 1900*, Yale University Press
- Andrew Piper (2012), *Book Was There*, Chicago: University of Chicago Press
- Kathleen Hayles (1999) *How We Became Posthuman: Virtual Bodies in Cybernetics, Literature, and Informatics*, Chicago: University of Chicago Press

## 3. How will I learn?

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The classes will be taught through a combination of lectures and seminars. Particular emphasis will be given to the experience of consuming different media forms in the seminars through screenings and object analysis.

Learning tool	Hours
Lectures / Seminars	30
Specified Learning Activities	60
Autonomous Student Learning	110
<b>Total Workload</b>	<b>200</b>

#### 4. What learning supports are provided?

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Classes are supported by the use of a dedicated google classroom featuring bibliographic references, etc. Students will be supplied with primary and secondary readings, as well as links to online resources such as the Dead Media Online wiki.

#### 5. How will I be assessed?

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Assessment tool	% of final grade	Timing
Illustrated essay	100%	Week 10
<b>Total</b>	<b>100%</b>	

Assessment tool	Learning outcomes assessed
Illustrated essay	Learning outcomes 1, 2, 3

Students submit a 3,000-word essay in response to a brief set by the tutor. Students will also present their initial research for the essay which accompanies the module in a work in progress presentation for which they will receive informal tutor and peer feedback. Students are assessed against NCAD published Grade Assessment Criteria. Written feedback is given at the end of the module in response to the work submitted for assessment.

#### 6. Feedback, results and grading

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Assessment will be made using NCAD's Grade Assessment Criteria (see the Visual Culture handbook). Written feedback will be given within 20 working days of the submission.

#### 7. What happens if I fail?

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##### Resit Opportunities

Opportunities will be provided during or at the end of Trimester 2 to students who do not complete all assessments in Trimester 1, but students will not be able to progress to the next stage of the programme until they have successfully completed all Year 2 modules, equivalent to 60 credits.

#### 8. Am I eligible to take this module?

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##### Module Requisites and Incompatibles

<b>Pre-Requisites</b>	None
<b>Co-Requisite</b>	None
<b>Incompatibles</b>	None
<b>Prior Learning</b>	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.

## 9. When and where is this module offered?

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The module is delivered in weeks 1-11 of trimester 1, in the lecture and seminar rooms in Harry Clarke House or the Administration Block at NCAD.

## 10. How will I have the chance to evaluate the module?

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It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About two-thirds of the way through the trimester, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Trimester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

**For further details on the content of your module and teaching arrangements,  
consult your Programme or Module Handbook**