

# Understanding Digital Culture VC2-6

## MODULE DESCRIPTOR

ECTS credits <sup>1</sup>	10	Programme	BA Visual Culture
NQF level	8	School	School of Visual Culture
Stage	2	Module Co-ordinator	Rachel O'Dwyer
Trimester	2	Module Team	Rachel O'Dwyer
Contact	Neasa Travers, Secretary School of Visual Culture: <a href="mailto:visualculture@staff.ncad.ie">visualculture@staff.ncad.ie</a>		
Responsibility	The NCAD Academic Council and the School of Visual Culture Board are responsible for this module.		

### 1. Introduction

The purpose aim of the module is to familiarise students with the key issues in digital media and digital culture and related theoretical/philosophical concerns. It constitutes a more focused examination of the role of digital technology in Visual Culture after the VC1-6 module offered in the first year (Technologies of Visual Culture).

This module examines the relationship between the virtual and the real, issues of human identity and relationship, the nature of life and intelligence in the context of cybernetics, political issues around surveillance and privacy in the digital era, the relationship between cybernetics and aesthetics, in particular with regard to notions of the sublime (Burke, Kant) in the context of cyberspace, and the Gesamtkunstwerk or total art work (Wagner) in the context of virtual reality.

The module addresses issues around computer games in the context of telepresence and augmented reality, and focuses on specific cultural examples of digital art/design, including computer animation, interactive art, crossover art/design/technology, and digital music and examines emerging cultural phenomena.

The aims of this module are:

1. To provide a set of critical frameworks for understanding the role of digital media and digital culture in different fields of culture.
2. To encourage critical approaches on the claims made for digital technology.

### 2. What will I learn?

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

1. RESEARCH: Develop an overview of several key philosophical issues pertaining to digital culture, including the relationship between the virtual and the real, the nature of human identity and relationships, the implications for issues in aesthetics.

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

2. ANALYSE: Reflect theoretically on several specific developments in the area of digital media, including interactive art, computer animation and hybrid art, and associated cultural and philosophical issues.
3. COMMUNICATE knowledge in forms appropriate to topic with an awareness of key debates.

### 3. How will I learn?

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Students will participate in classroom lectures and seminars, related online and offline readings and discussions, and will be guided to events, exhibitions and lectures within the artistic and digital communities off campus.

Learning tool	Hours
Lectures / Seminars	33
Specified Learning Activities	57
Autonomous Student Learning	110
<b>Total</b>	<b>200</b>

### 4. What learning supports are provided?

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Students will be provided with bibliographic references, links to on-line resources as well as material for analysis in class.

#### Indicative bibliography

- Barnatt, C. (2013) *3D Printing: The Next Industrial Revolution*, New York, NT: CreateSpace.
- Castells, M. (1996) *The Rise of the Networked Society*. New York: Blackwell.
- Gronlund, Melissa (2017) *Contemporary Art and Digital Culture*. London: Routledge
- Haraway, D. "A Cyborg Manifesto: Science, Technology, and Socialist-Feminism in the Late Twentieth Century," in (1991) *Simians, Cyborgs and Women: The Reinvention of Nature*. London: Free Association, pp.149-181. Available: [https://monoskop.org/images/f/f3/Haraway\\_Donna\\_J\\_Simians\\_Cyborgs\\_and\\_Women\\_The\\_Reinvention\\_of\\_Nature.pdf](https://monoskop.org/images/f/f3/Haraway_Donna_J_Simians_Cyborgs_and_Women_The_Reinvention_of_Nature.pdf)
- Manovich, L. (2001) *The Language of New Media*. Cambridge, MA: The MIT Press.
- Sterling, B. (2005) *Shaping Things*, Cambridge, MA: The MIT Press.

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

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#### Module Requisites and Incompatibles

Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	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.

Recommended	None
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## 6. How will I be assessed?

Assessment tool	% of final grade	Timing
Illustrated essay	100%	Week 11
<b>Total</b>	<b>100%</b>	

  

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

Students will submit a 3,000-word illustrated essay or the equivalent in a digital format for assessment. The assessment will be made against [NCAD Grade Assessment Criteria](#). Written feedback will be given.

## 7. Feedback, results and grading

Work submitted for assessment will be graded using [NCAD Grade Assessment Criteria](#).

Please note: students undertaking the electives which form part of this module will be at different stages of their study, and tutors will recognise this in their feedback. For instance, first year students should be able to assess the relative usefulness of the sources with which they work, understanding the different qualities of primary sources and secondary ones, whereas second and third year students should be able to demonstrate greater degrees of independence as researchers in the sourcing and selection of such materials.

## 8. What happens if I fail?

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.

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

The module is delivered in School of visual culture seminar rooms and classrooms during weeks 1-11 of the trimester.

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

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 year, 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**