

NCAD

BA (Hons) Visual Culture student handbook
2019-20

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If you are starting at the National College of Art and Design, welcome. And if you are returning after your summer break, welcome back. You belong to a community of the most talented artists, designers and critical thinkers in the country.

One of four schools at NCAD, Visual Culture offers a number of different academic programmes. The BA in Visual Culture was launched in 2013 to offer a theory-led programme dedicated to the study of the history and theory of art and design practice in a creative arts setting. Our origins as a School lie in teaching historical and critical studies to art and design students. Ensuring that studio-based students have opportunities to study both the history of their disciplines as well as the pressing issues of the moment has been a vital aspect of the School's work. The School also offers taught MA programmes in *Art and the Contemporary World* and *Design History and Material Culture*. There are also a number of PhD students registered to the School undertaking high level research into different fields of art and design history and theory. As students on the BA in Visual Culture, we encourage you to form friendships and close working relations with other students of the School and your peers in the Schools of Fine Art, Design and Education.

Our commitment to you is to provide you with the education required to make a valuable and creative contribution to the world and forge a successful career in the cultural sector. We seek to produce visually expressive, literate and articulate graduates who can critique objects, processes, institutions and concepts of visual culture in the contemporary world. These are key skills required of the writers, arts administrators, curators, and planners of the future.

We understand that for most people, coming to NCAD is the first experience of third level study and, for many, the first time living away from home. There are many support systems within NCAD. Please remember that the College is here to help you get the most out of your studies.

You are welcome to contact me any time you are concerned about your studies or matters affecting your life at NCAD. I am in college on Tuesdays, Wednesdays and Thursdays and can be emailed on mahonye@staff.ncad.ie. Please email me to arrange an appointment. We will also have regular group meetings to receive your feedback about the programme and to discuss any issues relating to your studies.

And if you require information, advice or help, please do not hesitate to contact any Visual Culture staff member.

On behalf of the School of Visual Culture, I wish you an exciting, challenging and rewarding experience at NCAD.

Dr Emma Mahony
Course Leader
BA in Visual Culture
mahonye@staff.ncad.ie

1. Timetables

Visual Culture timetable year 1 semester 1

<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>
	<p>10.30 – 1.00 Intro. to Professional Practice for Vis Culture Orpen Seminar Room (VC1-3)</p> <p>2.00 – 4.00 Materials Module Orpen Seminar Room (VC1-9)</p>	<p>9.30 - 11.30 Histories of Art & Design Orpen Seminar Room (VC1-4)</p>	<p>12.00 – 1.00 Lecture 2 Groups 5 – 7 HCLT</p> <p>1.15 – 1.15 Groups 5 – 7 Seminar HCLT, HC2.03, HC House Seminar Room (VC1-1)</p>	

Visual Culture timetable year 1 semester 2

<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>
	<p>10.00 – 1.00 Technologies of Visual Culture HC2.03 (VC1-6)</p> <p>2.00 – 4.00 Histories of Visual & Material Culture HC2.03 (VC1-5)</p>	<p>9.30 – 11.30 or 11.30 – 1.30 or 1.30 – 3.30 or 3.30 – 5.30 Contemporary Theories & Practices electives HC203, HCLT, HC House Seminar Room, Admin Seminar Room 1 & 2 (VC1-8)</p>	<p>12.00 – 1.00 Lecture 2 Groups 5 – 7 HCLT</p> <p>1.15 – 1.15 Groups 5 – 7 Seminar HCLT, HC2.03, HC House Seminar Room (VC1-2)</p>	

Visual Culture timetable year 2 semester 1

<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>
	<p>10:00 – 12:00 Histories of Art & Design 2 HC House Seminar Room (VC2-2)</p>	<p>2 sessions 9.30 – 11.30 or 11.30 – 1.30 or 1.30 – 3.30 or 3.30 – 5.30 Contemporary Theories & Practices electives HC203, HCLT, HC House Seminar Room, Admin Seminar Room 1 & 2 (VC2-1 / VC2-4)</p>	<p>10.00 – 1.00 Professional Practice 2A Admin Seminar Room 2 (VC2-3)</p>	

Visual Culture timetable year 2 semester 2

<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>
	<p>10.00 – 1.00 Understanding Digital Cultures HC House Seminar Room (VC2-6)</p>	<p>2 sessions 9.30 – 11.30 or 11.30 – 1.30 or 1.30 – 3.30 or 3.30 – 5.30 Contemporary Theories & Practices electives HC203, HCLT, HC House Seminar Room, Admin Seminar Room 1 & 2 (VC2-5 / VC2-8)</p>	<p>10.30 – 1.30 Professional Practice Exhibitions Orpen Seminar Room (VC2-10)</p>	

Visual Culture timetable year 3 semester 1

Please note that individual and group tutorials for the 'Research Practices 1 & 2', the major project will be scheduled at times which suit tutor and tutees. They do not feature in this timetable.

<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>
	<p>11.00 – 1.00</p> <p>Economies of Culture HC2.03</p> <p>(VC3-1)</p> <p>2.00 – 3.30</p> <p>Placement Module HCH Meeting Room VC3-3</p> <p>(dates to be confirmed, 6 hrs)</p>	<p>9.30 – 11.30 or 11.30 – 1.30 or 1.30 – 3.30 or 3.30 – 5.30</p> <p>Contemporary Theories & Practices electives</p> <p>HC203, HCLT, HC House Seminar Room, Admin Seminar Room 1 & 2</p> <p>(VC3-4)</p>	<p>Research Practices</p> <p>Tutorials & Group meetings</p> <p>(VC3-12)</p> <p>(dates to be confirmed)</p> <p>Presentation</p>	<p>Placement</p>

Visual Culture timetable year 3 semester 2

<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>
	<p>11:00 – 1:00</p> <p>Collab. Practices</p> <p>Open Seminar Room</p> <p>(VC3-5)</p> <p>2.00 – 4.00</p> <p>Situations of Visual Culture Open Seminar Room</p> <p>(VC3-13)</p>	<p>9.30 – 11.30 or 11.30 – 1.30 or 1.30 – 3.30 or 3.30 – 5.30</p> <p>Contemporary Theories & Practices electives</p> <p>HC203, HCLT, HC House Seminar Room, Admin Seminar Room 1 & 2</p> <p>(VC3-8)</p>	<p>Research Practices</p> <p>Tutorials & Group meetings</p> <p>(VC3-12)</p> <p>(dates to be confirmed)</p>	

2. Studying at NCAD

How is the working day structured?

Your working day is 9.30am – 5.00pm

How is the working week structured?

In 2019-20 teaching takes place Tuesday to Thursday each week and varies with each year group. In semester one of your final year, you will undertake a work placement on Fridays for 12 weeks.

How is the academic year structured?

The academic year begins on Monday September 16th 2019. Semester one begins on this day and ends on Friday January 10th 2020. The college closes on Friday December 20th 2019 at 5pm for the Christmas break and reopens on Thursday January 2nd 2020. Semester two begins on Monday January 20th 2020 and ends on Friday May 15th 2020. The Easter break is for two weeks from Monday April 6th to Friday April 17th 2020.

What is a Module?

A module is a unit of learning. It represents a self-contained fraction of your workload for the year and carries a unique assessment mark. Each module is designed to provide you with learning activities to achieve learning outcomes. Each module carries Academic Credits.

On the Visual Culture BA programme modules are typically organised over the entire length of a term with weekly classes for 12 weeks. The deadlines for the identified piece of work in each module usually occurs towards the end of this period of teaching. The remaining weeks are given over to assessment of your work by the staff. Occasionally, we will schedule assessment related events in the final three weeks of a semester such as student presentations.

What are Academic Credits?

Each year of a degree programme is worth 60 credits. This is based on the European Credit Transfer System (ECTS), which provides a common European system for students who may want to study at more than one college during their education. Credits are the value allocated to modules to describe the student workload required to complete them. The number of credits allocated to each module varies depending on the fraction of the year's workload it accounts for.

What are Learning Outcomes?

Learning outcomes are statements of what a student should know, understand or be able to do at the end of a learning activity.

Where can I get help with researching and writing assignments?

NCAD has an extensive library devoted to art, design, art & design education and visual culture. You will find more details here - <http://www.ncad.ie/library>. In addition to guidance provided by your visual culture lecturers, the College librarians can help you in your research.

NCAD also provides specialised support in writing and research skills to those students who feel they could benefit from it, see learningsupport@staff.ncad.ie. These services are introduced at various times in the year.

How do I access the Edward Murphy Library (EML)?

The College library is on the second floor of the Granary Building. You will need to produce your student card at the issue desk when borrowing books. Library opening hours are 9.30am – 8.30pm Monday to Friday during teaching semesters. During holiday time, it is open from 9.30am – 4.30pm.

Library: Issue Desk and Learning Centre

Library staff are available at the issue desk to answer any questions you may have on accessing the collection of books, journals, audio-visual and online resources. For more detailed instruction, individual sessions tailored to your needs are available from the Library's Learning Centre between 10.00am – 5.00pm. These will guide you through the library's catalogue, bibliographic and full-text journal databases, and advise on how to make full use of your library account. To make an appointment, drop in to the Learning Centre between 10.00 – 5.00pm or email Mary Bateman or Tom Maher at batemanb@staff.ncad.ie or mahert@staff.ncad.ie.

How do I access the National Irish Visual Arts Library (NIVAL)?

You will need to sign in on arrival at NIVAL and consult with a member of staff to gain access to library material. An appointment is recommended during busy periods (i.e. research project time) and for access to rare material and archives. NIVAL opening hours during teaching semesters are Monday 10.00am – 8.00pm (by appointment only), Tuesday to Thursday, 10.00am – 5.00pm, closed Friday. During holiday time, it is open from 10.00am – 4.00pm, Monday to Thursday, closed Friday.

How are Visual Culture projects marked?

When you have completed a project/module, you will present your work for assessment by the module tutors. Your work will be assessed and then marked under a number of criteria that reflect the various learning outcomes.

How do I know how I'm doing overall?

In your studies, you will receive feedback and guidance from your tutors. You will receive your marks for each module and your average mark for the year overall. NCAD employs the grading system outlined below. You will receive a report for each piece of work submitted for assessment which indicates both your achievement according to our grading system as well as statements indicating why this grade has been awarded and direction about how to improve your work in the future. Over the time of your studies, we are seeking to encourage greater confidence, originality and independence in the work of our students. For this reason, the assessment work undertaken for a module in year three should display more of your own ideas and research than a module in year one. We have designed the modules so that they provide opportunities and support for this process of development.

Who are the Visual Culture Staff?

<i>Head of School</i>	Prof. David Crowley	crowleyd@staff.ncad.ie
<i>School Secretary</i>	Neasa Travers	visualculture@staff.ncad.ie
<i>Course Leader</i>	Dr. Emma Mahony	mahonye@staff.ncad.ie

Visual Culture Lecturers

Paul Caffrey	caffrey@staff.ncad.ie
Lisa Godson	godsonl@staff.ncad.ie

Francis Halsall	halsallf@staff.ncad.ie
Denis Kehoe	kehoed@staff.ncad.ie
Silvia Loeffler	loeffloers@staff.ncad.ie
Declan Long	longd@staff.ncad.ie
Fiona Loughnane	loughnanef@staff.ncad.ie
Emma Mahony	mahonye@staff.ncad.ie
Sorcha O'Brien	obriens@staff.ncad.ie
Rachel O'Dwyer	odwyerr@staff.ncad.ie
Hilary O'Kelly	okellyh@staff.ncad.ie
Maebh O'Regan	oreganm@staff.ncad.ie
Sarah Pierce	pierces@staff.ncad.ie

3. Student support

How can I get help if I have problems which affect my studies?

NCAD provides a range of support services for students including a doctor, a counsellor, a career guidance officer, an access officer and writing/research skill support through the Student Learning Support Service. Your Course Leader, Emma Mahony can also help and may refer you to these services if appropriate.

Student Support Services

The following is an outline of the range of supports that are available to students across the college and describes how to access them. You are encouraged to seek assistance early in the academic year in order to maximise your learning experience here at the National College of Art & Design.

For further information, please see <http://www.ncad.ie/students/support-services/disability-support-at-ncad/> or contact the Access Officer, Finola McTiernan directly by telephone 636 4217 or via email mcternanf@staff.ncad.ie.

Financial Support is available through the Student Assistance Fund, see information on MyNCAD.

Disability Support

NCAD is committed to helping you achieve your academic goals. If you are a student who has a disability, mental health condition, a significant on-going illness or a specific learning difficulty, the NCAD Access Office encourages you to come and register with us. Students are required to submit verification of their disability or learning difficulty from a Medical Consultant/Specialist or Educational Psychologist. For further information you can contact Finola McTernan, mcternanf@staff.ncad.ie or contact the Learning Support Service: learningsupport@staff.ncad.ie

Assistive Technology Service

The Assistive Technology Service provides students with software, IT facilities, advice and training to assist them with writing and research. Specialised software and support is available for students with specific learning difficulties or disabilities. Examples of software include: mind mapping programmes for planning essays and projects, text to speech

programmes which read text aloud through a computer, and software which converts a page of printed text (i.e. a library book) to editable digital text in Microsoft Word.

Help with formatting essays and research projects and computer skills training can also be obtained through the AT service. Assistive Technology Seminars are held regularly and demonstrate how to integrate free software into your essay writing and research. All students are free to book an appointment to see what is on offer to them. For information please contact: assistivetech@staff.ncad.ie

Student Assistance Fund

The Student Assistance Fund is available to students experiencing particular or unexpected hardship during their course of study. This may be as a result of family breakdown, bereavement, accidents, health problems or other crises that result in unexpected financial difficulty. Students may apply to the fund for financial support towards costs associated with books & materials, rent, electricity & gas, transport, medical expenses and compulsory travel abroad. The fund does not cover tuition fees, loans, college levies or registration fees. Students should contact Finola McTernan for further information and application forms for this fund (tel: 636 4217 or via email mcternanf@staff.ncad.ie)

Childcare Support Fund

The purpose of the Childcare Support Fund is to provide assistance towards the cost of childcare (nursery, crèche etc) for children of full-time students of NCAD, whose ability to participate in education may be adversely affected by childcare responsibilities.

Contact the Student Support Officer at the beginning of the College year to get application forms and details of the fund. Payment to successful applicants will be made in two instalments, the first in November and the second in February. The College does not have a crèche so it is necessary for students with children to make their own arrangements.

The following services are available to students of NCAD

Doctor

The doctor and nurse attend the College during the academic year. Please consult Reception or telephone 636 4200 for appointments. Visits cost €15.

Please note that the Pharmacy across the road from the main entrance, offers a 10% discount on prescriptions to all students of the College.

The Student Counselling Service

The NCAD Student Counselling Service is a confidential and free service for students of the College. The service is staffed by a professionally qualified psychologist and counsellor.

The service offers support, counselling and psychotherapy for students who may be experiencing personal difficulties. Our aim is to promote the overall personal well being of students who are attending NCAD in the hope of optimising opportunities for personal development and academic growth during the valuable years that students spend here. You can make an appointment through reception at 636 4200 or by emailing counsellor@staff.ncad.ie.

You can also make an appointment by sending a text to 087 9519819 or by contacting any of the tutors or the student support officer who will make a referral for you. The service is open between the hours of 10.30am and 2.00pm Monday, Tuesday and Thursday and 10.30 and 4.00pm on Wednesdays. Late afternoon appointments are also available during teaching semesters Tuesdays 4.30-7.00pm.

Careers Advisory Service

This service provides information and advice for students on matters relating to career choice, postgraduate studies and employment. Jacyntha McManus Cleary is the Careers Advisor and attends College from Monday to Friday. 10.00am – 2.00pm during teaching semesters only. Please consult Reception for appointments.

Language Centre at the Library

Students may study a wide variety of languages to various levels through self-tuition. Audio and video courses are available. It also offers English conversation for foreign students and essay writing help for foreign students as well as introductions to bibliographic databases. Contact: Tom Maher at 636 4380

College Community Welfare Group

The College has established a College Community Welfare Group to develop community welfare policies within the College and to identify problem areas, which require particular attention by staff or students.

Niteline Service

Niteline is confidential student support service. It is free, confidential and anonymous. www.niteline.ie

Service runs: Mondays 9.00pm -1.30am during teaching semesters. Includes calls from mobiles and public phones. Lo Call 1800 793 793

AWARE - Helping To Defeat Depression Lo Call 1890 303 302

BodyWhys.ie - Eating Disorders Association of Ireland Lo Call 1890 200 444

Students' Union

The representative student body, the NCAD Students' Union, holds elections annually. Students have representation at Board level and on Academic Council and School boards. During the year the Union organises events including concerts, films, balls and other social and sporting activities.

For further information you can access www.ncadsu.com

What happens if I miss College for medical reasons?

If you miss College for medical reasons, you are required to submit a doctor's certificate for absences of more than two consecutive working days. This certificate should be submitted within seven days of your return to College. If personal circumstances arise at any time during the course of the academic year, which affect your studies or attendance, you should make these known immediately to your course leader and tutors in both the studio and Visual Culture.

What is the College Code of Conduct?

NCAD is a working environment based on tolerance and mutual respect at all times. For the full code of conduct, which sets out the standards of behaviour expected of students attending NCAD, please see NCAD's dignity and respect policy available on the NCAD website:

http://46.22.133.24/files/download/NCAD_Policy_on_Dignity_and_Respect.pdf

NCAD's social media policy can be also be found on the website:

<http://www.ncad.ie/about/utilities/social-media-policy/>

Attendance

You must attend all required lectures, seminars and tutorials. If there is a legitimate reason (e.g. medical) for non-attendance in any particular week, you should bring evidence of this to your tutor. Attendance is an obligatory part of your studies at the College.

4. Assessment

Essay Writing and Other Forms of Student Work Submitted for Assessment

It is important to respond in a personal way to works of art and design. It is equally important, however, to be able to place such works in historical and theoretical context. Essay writing helps you to assess the subject matter in light of the work of historians and critics of art and design. It also helps you to place the subject within the theoretical framework that has developed in areas such as film and media studies, cultural theory and philosophy. You won't always agree with the ideas you find in books and articles – and you shouldn't – but the essay is evidence that you have examined both primary and secondary material, and that your response is a developed and considered one. Presentations and essay writing on historical, theoretical and cultural issues help you to develop your verbal and visual skills, to assess received opinions, to think critically, and to view your work in critical contexts.

Assessment Tasks

All assessment tasks should conform to current School of Visual Culture guidelines, which are outlined below and available in the School office. Essays that fall short of the minimum required length will be marked down accordingly. Essays of less than three quarters of the minimum required length, or that deviate significantly from School guidelines, will not be marked and will be regarded as non-submissions. On the other hand, an essay should not be over-length (i.e. that it should not exceed the minimum required length by more than a few hundred words). Part of the skill of essay writing is being able to say what you want to say concisely.

Essay grading – please see the table at the end of this section

Assessment Task Submission and Marking

The due dates for essay-submission will be posted in the School and communicated by module tutors. Essays with correctly formatted title page (downloaded from the Visual Culture section of the NCAD website) should be placed in the boxes outside the main office.

Where a student submits a piece of work late without any mitigating circumstances (such as in the case of illness with a supporting doctors note) the following penalties will apply:

- 1 week late (from Day 1 after submission deadline, up to and including Day 7)
Penalty: Minus 2 grades: A+ → A-

- 2 weeks late (from Day 8 up to and including Day 14)
Penalty: Minus 4 grades: A+ → B

Coursework/essays that are more than two weeks late will not be graded. Where an essay is over 2 weeks late you will have failed the assessment and will be required to resit or repeat the failed module. Normally, the maximum grade possible from a resit or a repeat is D-. For further information on remediation of failed modules: www.ncad.ie/students/registry-student-services-admissions.

If you have grounds for late submission and wish to exempt from the penalty due to illness, you should attach a medical certificate to your essay.

It is essential that you engage in all assessment tasks. Unless you do this, you may not pass. After each semester's exam board, the School will write to all students who have not satisfied the published requirements. Subject to the College examination regulations, such students may be deferred to the following exam board for which they must submit the required work. Such work is subject to a fee and is normally marked up to pass level only.

Normally, in order to pass the year, your final mark needs to be at least D-. At the conclusion of the year, the School will write to all students who have not met the required grade and/or have work outstanding. Subject to the College examination regulations, such students may be deferred to the autumn examination for which they must submit the required work. Such work is subject to a late submission fee and is marked up to pass level only.

New NCAD Grade Criteria Template			
Grade	Percentage Range	Grade Point	Description
A+	76.67 - 100	4.2	Excellent – Equivalent to a First The student has theorised, generalised and hypothesised in the context of their discipline and its relationship with other disciplines in ways appropriate to the problem, situation or theme of enquiry. Connections have been made both within and beyond the brief. Learning can be applied to unfamiliar situations or problems and may extend current theory. It is questioning, speculative and reflective.
A	73.33 - 76.66	4.0	
A-	70.00 - 73.32	3.8	
B+	66.67 - 69.99	3.6	Very Good – Equivalent to a 2:1 The student has analysed, evaluated and /or applied a range of concepts and theories to familiar, and a few unfamiliar situations, problems or themes of enquiry. Resolutions and conclusions are mainly complex, and result from understanding in depth. Learning demonstrates a fully integrated and /or contextualised knowledge structure.
B	63.33 - 66.66	3.4	
B-	60.00 - 63.32	3.2	
C+	56.67 - 59.99	3.0	Good – Equivalent to a 2:2 The student has demonstrated an ability to visualise, describe and /or combine established concepts and theories. Learning makes several varying relationships and connections. A few resolutions and conclusions may be complex and original, and result from understanding in depth. However, learning does not demonstrate a fully integrated and /or contextualised knowledge structure.
C	53.33 - 56.66	2.8	
C-	50.00 - 53.32	2.6	
D+	46.67 - 49.99	2.4	Acceptable – Equivalent to a Pass The student has demonstrated that the intended learning outcomes have been acquired at a threshold level. However, only a few simple relationships and connections have been made. A deeper theoretical understanding or contextual awareness is lacking.
D	43.33 - 46.66	2.2	
D-	40.00 - 43.32	2.0	
E	30.00 - 39.99	1.6	Fail - marginal The student has acquired some disconnected fragments of learning, which make little structural sense. In this state, they do not overall, address the problem, situation or theme of enquiry and therefore do not demonstrate that the intended learning outcomes have been acquired.
F	20.00 - 29.99	1.0	
G	0.02 - 19.99	0.4	Fail - wholly unacceptable The student has not addressed the problem, situation or theme of enquiry and therefore has not acquired the intended learning outcome.
NG	0.00 - 0.01	0	No grade No work was submitted by the student or student was absent from the assessment, or work submitted did not merit a grade

NOTE:

These criteria have been devised to be appropriate for the specific Learning and Teaching strategies required for Art and Design Education within NCAD.

5. Essay writing

Reading and Research towards Essays

Ask your tutor for help on the direction of your essay. Make use of all library resources in finding material. Library staff are there to help. Read what is central and what is essential to the essay topic. Avoid peripheral material. Make a record of the books and articles you read, and check their bibliographies for further relevant reading. This will be necessary for your own bibliography.

You must aim for a variety of sources in your research. A single source of information is much too narrow to allow you to write a balanced, well developed essay. Your research will likely be primarily based around secondary research sources (such as books, journals, websites, etc.), but can be combined with primary research (where new data is gathered through interviews, archival research and surveys), where relevant. Take notes on your reading as you go along, and particularly take note of the source of your material, including the url if it is online. When it comes to writing your own essay, your notes should be edited and organised in a sequential way in accordance with your essay outline (see below). Eliminate what is irrelevant to the essay topic.

Remember that essay writing is not simply the presentation of received facts and opinions. You have to make a critical examination, assessment and interpretation of your research material. The organisation of this in a coherent way is crucial to the success of your essay.

Writing Essays

Study the wording of the essay topic very carefully. For example, if the essay topic asks you to examine a particular aspect of an artist or designer's work, that is what you should address: a general history of the artist is unlikely to fulfil the requirements. You need to pay close attention to the terms of the essay topic.

You should establish a working outline for your essay. See how the essay can be arranged in a logical way (e.g. chronological, spatial, general-to-particular, particular-to-general). Make sure you have considered the overall organisation (outline) so you know where you are going with it. Tie your essay together with an introduction and conclusion, both of which are best written once the main body of the essay is complete.

Your introduction is a vitally important section of the essay. It explains to the reader the way in which you have decided to respond to the essay topic. It establishes the general method you have used in research and the direction you will take in the main body of the essay. A narrow and deep approach is preferable to a broad and shallow overview of a topic.

Do not set yourself objectives which will require an essay that is well over the required length. Equally, do not 'bury' the most important material in a minor sub-section of the essay.

References

NCAD requires you to use the 'Harvard Style' of references when you cite a source that you have consulted or quote from another author's text in your own work. This means that you reference material by using parentheses, like this (Smith, 1999, p. 2) within the text at the end of the sentence or paragraph where you refer to the other author's ideas. Thus, you cite the surname of the author or editor, the year of publication and page number(s). If a name occurs

naturally in your text, add the date and page number(s) only, like this: as Smith says (1999, p. 2).

This system should be used both for quotations, which you reproduce exactly as they appear in the book or article to which you refer, and paraphrases, which you have found in a written source but are giving in your own words. The difference between quoting and paraphrasing material is that in the first case you use quotation marks, and in the second case you don't. This is a direct quotation: 'It is most important to avoid plagiarism. You may be caught, and even if you're not, you still have to look in the mirror' (Jones, 1998, p. 3). By contrast, the following is a paraphrase of the same material: according to one author, plagiarism must be avoided, because of the damage to the student's self-esteem as well as the danger of discovery (Jones, 1998, p. 3).

References to material sourced on the internet, whether a web site, e-journal or Youtube clip, should be made in the same way as for other material, for example (Wilson, 1997).

How then is the reader to find the material you have quoted (or paraphrased)? It is quite simple. They simply go to the Bibliography (at the end of your essay) and find the reference in question. To make it easy for the reader to find, you simply give the references in the Bibliography in alphabetical order, as is done at the end of this sample essay. The Bibliography should include lists of sources used in writing the essay, including all items that appear in the citations within the text. As internet addresses or URLs change from time to time, you should include the date of access of the on-line site to which you refer, in parentheses after it. Here is a short bibliography in the correct format:

BIBLIOGRAPHY

Jones, John (1998) *The Problem with Plagiarism*, London, Honesty Editions.

Smith, Mary (1999) *Writing Good Essays*, New York, Panache Books.

Wilson, James (1997) 'The Joys of Surfing', *Surf's Up*. Available:
http://www.california_dreaming.com/heythisiscool/article (2 August 2003)

What is plagiarism?

Plagiarism is the presentation of other people's work as your own. This can include not citing your sources or purchasing a tailor-made essay on-line. In your assignments you must ensure that the work presented for assessment is entirely your own. Plagiarism is a very serious offence and is treated accordingly.

What is a literature review?

"The format of a review of literature may vary from discipline to discipline and from assignment to assignment. A review may be a self-contained unit – an end in itself – or a preface to and rationale for engaging in primary research. A review is a required part of grant and research proposals and often a chapter in theses and dissertations. Generally, **the purpose of a review is to analyse critically a segment of a published body of knowledge through summary, classification, and comparison of prior research studies, reviews of literature, and theoretical articles.**"

<<http://writing.wisc.edu/Handbook/ReviewofLiterature.html>>

What is an annotated bibliography?

“An annotated bibliography is a list of citations to books, articles, and documents. Each citation is followed by a brief (usually about 150 words) descriptive and evaluative paragraph, the annotation. The purpose of the annotation is to inform the reader of the relevance, accuracy, and quality of the sources cited.”

<<http://olinuris.library.cornell.edu/ref/research/skill28.htm>>

6. Background reading and other useful sources

Tutors will supply lists of required and recommended reading for the classes that they teach. If you wish to achieve a better overall understanding of some of the major themes and debates in Visual Culture – and its sister fields of Art History and Design History - you may wish to consult some of the surveys and anthologies below. Please note that only some of these books are available in NCAD library. * indicates those which are.

Readers and general sources on Visual Culture

- Bal, Mieke (2012), *Double Exposures: The Practice of Cultural Analysis*, London, Routledge
- Belting, Hans. (2014) *An Anthropology of Images: Picture, Medium, Body*. Princeton University Press
- Bryson Norman et al. (1994) *Visual Culture: Images and Interpretations*. Wesleyan University Press *
- Evans, Jessica and Hall, Stuart, (1999) *Visual Culture: the Reader*. London, Thousand Oaks, New Delhi: SAGE Publications*
- Mitchell, William T. (2005), *What do Pictures Want? The Lives and Loves of Images, Part I*, Chicago: University of Chicago Press*
- Mitchell, William T. (1995), *Picture Theory: Essays on Verbal and Visual Representation*, Chicago, University of Chicago Press*
- Mirzoeff, Nicholas (2002), *The Visual Culture Reader*. London: Routledge*
- Mirzoeff, Nicholas (2012), *The Right to Look: A Counterhistory of Visuality*, Duke University Press*
- Rogoff, I (2000), *Terra infirma: geography's visual culture*, London, Routledge*
- Sturken, Marita and Lisa Cartwright (2001) *Practices of Looking: An Introduction to Visual Culture*, Oxford University Press*
- Wells, Liz, ed. (2004) *Photography: A Critical Introduction*, London, Routledge*

Modern art history

- Belting, Hans (2003) *Art History After Modernism*, London: University of Chicago Press
- Elkins, James (2006) *Art History versus Aesthetics*, London: Routledge *
- Elkins, James (2007) *Is Art History Global?*, London: Routledge *
- Emerling, Jae (2007) *Theory for Art History*, London: Routledge *
- Fernie, Eric (1995) *Art History and its Methods: A Critical Anthology*, London: Phaidon *
- Foster, Hal et al. (2011) *Art Since 1900: Modernism, Antimodernism, Postmodernism*, London: Thames and Hudson*
- Hatt, Michael and Charlotte Klonk (2006) *Art History: A Critical Introduction to Its Methods*, Manchester; Manchester University Press
- Meigh-Andrews, Chris, (2014) *A History of Video Art*, New York: Bloomsbury
- Nelson, Robert S. and Richard Shiff, eds. (1996) *Critical Terms for Art History*, Chicago: University of Chicago Press*
- Perry, Gill (1999), *Gender and Art*, Milton Keynes: OU Press*
- Preziosi, Donald (1998) *The Art of Art History: A Critical Anthology*, Oxford; New York: Oxford University Press*
- Preziosi, Donald (1990) *Rethinking Art History*, Newhaven: Yale UP*

Design History, Craft and Material Culture

- Adamson, Glenn (2010) *The Craft Reader*, Oxford: Berg*
- Adamson, Glenn, Giorgio Riello, and Sarah Teasley, eds (2011) *Global Design History*, London: Routledge*
- Armstrong, Helen, ed. (2009) *Graphic Design Theory: Readings from the Field*. New York: Princeton Architectural Press*
- Beward, Christopher (2003) *Fashion*. Oxford: Oxford University Press*
- Candlin, Fiona and Raidford Guins, eds. (2009) *The Object Reader*. Abingdon: Routledge*
- Clarke, Alison J. ed. (2010) *Design Anthropology: Object Culture in the 21st Century*, Vienna: Springer Verlag

Forty, Adrian (1986) *Objects of Desire, Design and Society 1750-1980*, London: Thames and Hudson

Gorman, Carma (2003) *The Industrial Design Reader*, NYC: Allworth Press *

Fallon, Kjetil (2010) *Design History: Understanding Theory and Method*. London: Bloomsbury*

Harrod, Tanya (2012) *The Real Thing. Essays on Making in the Modern World*. London: The Hyphen Press

Highmore, Ben (2009) *The Design Culture Reader*. Abingdon: Routledge*

Julier, Guy (2000) *The Culture of Design*, London: Sage*

Kirkham, Pat and Susan Weber (2013) *A History of the Decorative Arts and Design 1400–2000*. New Haven: Yale University Press/Bard Graduate Center: Decorative Arts, Design History, Material Culture*

Lees-Maffei, Grace and Rebecca Houze, eds (2010) *The Design History Reader*. Oxford: Berg*

Margolin, Victor (2015) *World History of Design*, London: Bloomsbury

Miller, D., *Material Culture and Mass Consumption*, Oxford: Blackwell*

Raizman, David (2004) *History of Modern Design*, London: Laurence King.

Snodin, M and J.Styles, eds, (2001) *Design and the Decorative Arts: Britain 1500-1900*, London: V&A Publications

Svensen, Lars (2006) *Fashion. A Philosophy*, London: Reaktion

Tilley, Chris (2006) *Handbook of Material Culture*, London: Sage

Welters, Linda and Abby Lillethun, eds (2007) *The Fashion Reader*, Oxford: Berg

Some Useful Websites for Researching Visual Culture

General Sources

NCAD Library subscribes to a number of useful digital sources, including Artbibliographies modern, Art Full Text, Design and Applied Arts Index, and Jstor. These on-line resources sometimes provide access to downloadable full texts and sometimes to indexes which allow you to search for articles and other publications that you will need to source in the library or elsewhere.

www.artcyclopedia.com

www.the-artists.org

Museums/Collections

Website of Metropolitan Museum of Art. See especially the timeline for the history of art
www.metmuseum.org

Museum of Modern Art, New York www.moma.org

Guggenheim Museums and Foundation www.guggenheim.org

Art Institute of Chicago www.artic.edu

National Gallery of Art Washington www.nga.gov

San Francisco Museum of Modern Art www.sfmoma.org

Louvre www.louvre.fr

Musée D'Orsay www.musee-orsay.fr

Centre de Georges Pompidou www.cnac-gp.fr

Stedelijk Museum, Amsterdam www.stedelijk.nl

National Gallery London www.nationalgallery.org.uk

Tate Modern, Tate Britain and Tate Liverpool www.tate.org.uk

Tate also published an online publishing platform for new research in Visual Culture, *Tate Papers* <http://www.tate.org.uk/research/publications/tate-papers>

Victoria and Albert Museum, London www.vam.ac.uk

Design Museum London www.designmuseum.org

Irish Art

This website for the Irish Museums Association has links to most of Ireland's galleries & museums www.irishmuseums.org

Irish Resources in the Humanities, useful portal with links to Irish Studies material, including the visual arts. www.irith.org www.irish-architecture.com

Irish Architecture Foundation <http://www.architecturefoundation.ie/>

Aemi – platform for artists' moving image work in Ireland - <http://aemi.ie/>

Image Banks

Archives of American Art at the Smithsonian Institution, a vast resource - <https://www.aaa.si.edu/>

Links to Bridgeman, Artstor and NCAD digital slide library www.ncad.ie/visualresources

Web gallery of art, covers material from Renaissance to c.1850 www.wga.hu

Visual archive of the Guggenheim's collection www.guggenheimcollection.org

Europeana.eu contains approximately 6 million digital items captured from paintings, sound recordings, films, and texts from Europe's galleries, libraries, archives, and museums - <http://www.europeana.eu/portal/en>

Visual archive of French national holdings of art www.photo.rmn.fr

Hollis images – Harvard Library's image database and catalogue - <https://images.hollis.harvard.edu>

Images of contemporary art and information re: contemporary art and galleries www.saatchi-gallery.co.uk

Very useful website for avant-garde film and video <http://www.ubu.com>

Critical and media theory site with many images relating to the history of the avant-garde - <https://monoskop.org>

VADS – an online database of images (and articles) with a strong emphasis on design and the applied arts - <https://vads.ac.uk/>

Visual archive of V&A collection www.vandaimages.com

Visual archive of modern and con- temporary art in French collections
www.videomuseum.fr

Art and design magazines and journals

The Edward Murphy library has an excellent collection of magazines and journals. Subscriptions are marked with an * here. Browsing through the latest issues is a good habit. You will also find the following titles have good online content

Aesthetica – art and style magazine - <http://www.aestheticamagazine.com/>

Afterall. 'A journal of art, context and enquiry' – in-depth analysis of artists' work, along with essays that broaden the context in which to understand it*

Art Journal – a title specialising in reviews and news about art*

Artforum – a title specialising in reviews and news about art, some content is subscription only www.artforum.com *

Art Monthly – a title specialising in reviews and news about art – <https://www.artmonthly.co.uk/>*

Art Review – a title specialising in reviews and news about art – <https://artreview.com/> *

BLDBLG – online journal for architecture – <http://www.bldgblog.com/>

Blueprint (Architecture, Design, Culture)*

Bomb – a magazine specialising in interviews with and by creative artists - <http://bombmagazine.org/>

Cabinet – often esoteric explorations of objects and ideas *

Crafts magazine*

*Creative Review**

Critical Bastards Magazine – irreverent art criticism –

<https://criticalbastards.wordpress.com/>

Design Observer – leading online blog / journal specialising in graphic design and visual culture – <http://designobserver.com/>

Dezeen – lively online architecture and design discussion / reports - <https://www.dezeen.com/>

Dirty Furniture – 'alternative' forms of Design writing –

Disegno 'the quarterly journal of design' <https://www.disegnodaily.com/>

Eye. The International Review of Graphic Design – specialising in graphic Design and Visual Culture - <http://www.eyemagazine.com/> *

FIELD A Journal of Socially-Engaged Art Criticism – <http://field-journal.com/>

Fiera – international design magazine no longer in print but with good website - <http://fieramagazine.com/>

Flash Art – a title specialising in reviews and news about art*

Frieze, a title specialising in contemporary art and culture - www.frieze.com *

Gorse – new writing - <http://gorse.ie/>

Harvard Design Magazine – serious articles on design, architecture and urbanism - <http://www.harvarddesignmagazine.org/>

It's Nice That – lightweight review of contemporary design and illustration

Icon magazine – glossy dealing with new product design - <https://www.iconeye.com/>

Sight & Sound – an international film magazine* – <https://www.bfi.org.uk/news-opinion/sight-sound-magazine>

Paper Visual Art – online journal and events from Dublin – <http://papervisualart.com/>

Real Review – online architectural criticism – <http://real.foundation/>

Varoom – publication of the Association of Illustrators – <http://www.varoom-mag.com/>

Vestoj – 'the platform for critical thinking on fashion' – <http://vestoj.com/>

The White Review – arts and literature journal – <http://www.thewhitereview.org/>

Key scholarly journals for the study of Visual Culture

*Art History**

Art & the Public Sphere

Critical Inquiry journal, extracts from articles www.uchicago.edu/research/jnl-crit-inq/ *

Critical Studies in Fashion and Beauty

*Fashion Theory**

Grey Room

*Journal of Design History**

*Journal of Gender Studies**

*Journal of Material Culture**

Journal of Modern Craft

Journal of Visual Culture

The Moving Image Review and Art Journal

Performance Research - <https://www.performance-research.org/>

7. Visual Culture BA modules

Year 1 Sem 1	Introduction to Key Concepts in Art & Design (VC1-1) – 5 credits. Coordinated by Denis Kehoe	Professional Practice: Mediation (VC1-3) – 10 credits. Coordinated by Dr Emma Mahony	Histories of Art & Design (VC1-4) – 10 credits. Coordinated by Hilary O’Kelly	Materials, Processes and Techniques (VC1-9) – 5 credits. Coordinated by Dr Sorcha O’Brien
Year 1 Sem 2	Introduction to Key Concepts in Art & Design 2 (VC1-2) – 5 credits Coordinated by Denis Kehoe	Histories of Art & Design (VC1-5) – 10 credits. Coordinated by Dr Paul Caffrey	Technologies of Visual Culture (VC1-6) – 10 credits. Coordinated by David Crowley	Contemporary Theories and Practices (VC1-7) – 5 credits. Coordinated by David Crowley
Year 2 Sem 1	Contemporary Theories and Practices (VC2-1) – 5 credits. Coordinated by David Crowley	Histories of Art and Design: Varieties of Modernism (VC2-2) – 10 credits. Coordinated by Dr Francis Halsall	Professional Practice (Institutions) (VC2-3) – 10 credits. Coordinated by Dr Sarah Pierce	Contemporary Theories and Practices (VC2-4) – 5 credits. Coordinated by David Crowley
Year 2 Sem 2	Contemporary Theories and Practices (VC2-5) – 5 credits. Coordinated by David Crowley	Understanding Digital Culture (VC2-6) – 10 credits. Coordinated by Dr Rachel O’Dwyer	Professional Practice 2B Exhibitions (VC2-10) – 10 credits. Coordinated by Dr Emma Mahony	Contemporary Theories and Practices (VC2-8) – 5 credits. Coordinated by David Crowley
Year 3 Sem 1	Economies of Culture (VC3-1) – 10 credits. Coordinated by Hilary O’Kelly	VC3-12 Research Practices – 20 credits. Coordinated by Emma Mahony	Placement (VC3-3) – 5 credits. Coordinated by Dr Emma Mahony	Contemporary Theories and Practices (VC3-4) – 5 credits. Coordinated by David Crowley
Year 3 Sem 2	Collaborative Practices (VC3-5) – 10 credits. Coordinated by Dr Lisa Godson		Professional Practice 3: Situations Dublin (VC3-13) – 5 credits. Coordinated by Dr Declan Long	Contemporary Theories and Practices (VC3-8) – 5 credits. Coordinated by David Crowley

7. Visual Culture+

Visual Culture+ is an optional, additional year between the second and final year of study open to all undergraduate students at NCAD. This is an exciting opportunity to combine different experiences from a range of options allowing NCAD students to build a bespoke learning experience to suit their particular skills and ambitions.

Studio+ and Visual Culture+ offers you the opportunity to immerse in real-world work environments, to learn from the skills & expertise of students and staff from other disciplines and to engage creatively with community and civic society. It is designed to enrich your learning experience by enabling the development of your practice across a range of cultural and social settings. You will be challenged to consider your work outside of the college environment and to actively pursue areas of interest particular to your creative and professional ambitions.

Accredited work and study programmes can be undertaken locally or with industry and educational partners internationally. Your tutors will guide you through the range of modules and options available and will help you in your decision.

There are three Visual Culture+ options

- Internships
- Media Platforms
- International Study/Erasmus

Further details are available on the 'students' section of the ncad.ie website.

8. Submission deadlines for BA (Hons) Visual Culture

Year 1 BA Visual Culture hand in dates 2019-20

Module Title	redits	C	Asses sment Task	Word Count	Date
VC1-1 Intro to Key Concepts		5	Essay	2000	Week 11, Friday, 29 th November by 4.00pm
VC1-3 Intro to Professional Practice	0	1	Portfolio of writing	3000	Week 15, Monday, 6 th January by 4.00pm
VC1-4 Histories of Art & Design	0	1	Essay	3000	Week 12, Friday, 6 th December by 4.00pm
VC1-9 Materials, Techniques and Processes		5	Essay	TBC	Week 13, Friday, 13 th December by 4.00pm
VC1-2 Intro to Key Concepts		5	Essay	2000	Week 11, Friday 3 rd April by 4.00pm
VC1-5 Histories of Visual & Material Culture	0	1	Presentation & notes	n/a	Week 12, Tuesday, 28 th April by 4.00pm
VC1-6 Technologies of Visual Culture	0	1	Essay / online	3000	Week 12, Friday, 1 st May by 4.00pm
VC1-8 Contemporary Theories & Practices Elective		5	Essay	2500-3000	Week 11, Wednesday, 1 st April by 4.00pm

Year 2 BA Visual Culture hand in dates 2019-20

Module Title	redits	C	Asses sment Task	Word Count	Date
VC2-1 Contemporary Theories & Practices Elective		5	Essay	2500-3000	Week 12, Wednesday, 4 th December by 4.00pm
VC2-2 Histories of Art & Design	0	1	Essay	3000	Week 15, Tuesday, 7 th January, by 4.00p
VC2-3 Professional Practice Instiutions	0	1	Presentation	n/a	Week 13, Thursday, 12 th December by 4.00pm
VC2-4 Contemporary Theories & Practices Elective		5	Essay	3000	Week 12, Wednesday, 4 th December by 4.00pm
VC2-5 Contemporary Theories & Practices Elective		5	Essay	2500-3000	Week 11, Wednesday, 1 st April by 4.00p
VC2-6 Understanding Digital Culture	0	1	Essay	3000	Week 12, Tuesday, 28 th April by 4.00
VC2-10 Professional Practice Exhibitions	0	1	Presentation	na	Week 13 Tuesday 5th May by 4.00pm
VC2-8 Contemporary Theories & Practices Elective		5	Essay	3000	Week 11, Wednesday, 1 st April by 4.00pm

Year 3 BA Visual Culture hand in dates 2019-20

Module Title	Credits	Assessment Task	Word Count	Date
VC3-1 Economies of Culture	10	Essay	3000	Week 14, Tuesday 17 th December by 4 pm
VC3-3 Placement	5	Presentation & notes	n/a	Week 14, Tuesday 14 th December
VC3-4 Contemporary Theories & Practices Elective	5	Essay	2500-3000	Week 12, Wednesday, 4 th December by 4pm
VC3-5 Collaborative Practices	10	Portfolio of documents / self-reflexive statement	Final project	Week 14, Monday, 11 th May by 4 pm
VC3-12 Research Practices (presentation)	20	presentation		Week 11, Thursday 28 th November by 4 pm
VC <i>tbc</i> Research Practices (essay component)	As above	Long form essay	6000-8000	Week 9, Friday, 20 th March by 4 pm
VC3-13 Situations of Visual Culture	5	Portfolio of writing	TBC	TBC
VC3-8 Contemporary Theories & Practices Elective	5	Essay	2500-3000	Week 11, Wednesday, 1 st April by 4 pm