

# Histories of Art and Design VC1003

## MODULE DESCRIPTOR

<b>ECTS credits<sup>1</sup></b>	10	<b>Programme</b>	BA (Hons) Visual Culture
<b>NQF level</b>	8	<b>School</b>	School of Visual Culture
<b>Stage</b>	1	<b>Module Co-ordinator</b>	Hilary O Kelly
<b>Trimester</b>	2	<b>Module Team</b>	Hilary O’Kelly, Visual Culture staff
<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

Visual Culture developed from the long established fields of Art and Design History and Cultural Studies as well as more specialist disciplines like Film Studies. This module introduces students to some of the key concepts and methods in Art and Design History. It is therefore a second introductory module and follows VC1-4 Introduction to Visual Culture. Students will also be introduced to paradigmatic examples of objects and practices relevant to the study of Art and Design. Students will also consider works of art and design in their wider contexts using appropriate methods of analysis to establish both theoretical and contextual frameworks such, for instance, as style. The question of how a canon is formed and its effects will be explored, as will established art and design historical concepts such as originality, techniques, and iconography.

The aims of this module are to develop critical understanding of:

- Definitions of art and design, and how these are situated within particular intellectual traditions, histories, and canons.
- Key historical categories and concepts in Art and Design history including: Classicism; Renaissance; Baroque; Modernism.
- Key methods and tools of analysis in Art and Design History such as ‘object analysis’.

### 2. What will I learn?

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

1. RESEARCH: Identify and apply an appropriate range of key historical definitions and concepts used in the History of Art and Design.
2. ANALYSE: Apply some key methods of visual and object analysis to particular examples from the History of Art and Design.

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

3. COMMUNICATE: Articulate and communicate research in appropriate, coherent and relevant forms.

## Module content

An indicative list of subjects to be addressed in the module include;

- What is Design History?
- What is Design?
- What is Art History?
- What is Art?
- Style and Meaning in Art and Design
- Interpretative methods
- Value in Art and Design

This module is a seminar-based course and requires that students prepare by reading set texts. The module builds on the *Introduction to Visual Culture* module (VC1-4) in trimester one.

## Indicative bibliography

Dana Arnold, *Art History a Very Short Introduction* (Oxford, 2004).

Roland Barthes (translated by Annette Lavers) *Mythologies* (London, 1972).

Walter Benjamin *The Work of Art in the Age of Mechanical Reproduction*. Text available at: <http://www.marxists.org/reference/subject/philosophy/works/ge/benjamin.htm>

John Berger, *Ways of Seeing* (London, 1972).

Kenneth Clark, *Civilization* (London, 1969).

Germaine Greer, *The Obstacle Race* (London, 1979)

Dick Hebdige *Subculture: The Meaning of Style* (London, 1979)

Horkheimer and Adorno *The Culture Industry*. Text available at:

<http://www.marxists.org/reference/subject/philosophy/works/ge/benjamin.htm>

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

Nicholas Mirzoeff *How to See the World* (London, 2015).

WJT Mitchell, *What do Pictures Want? The Lives and Loves of Images*, (Chicago, 2005).

Partha Mitter 'Questions of Style' *Artforum*, September 2010 pp 261-262.

Erwin Panofsky 'The History of Art as a Humanistic Discipline' in Fernie (ed.) *Art History and Its Methods* (London, 1995).

Shiff, Richard and Robert Nelson and eds., (2010) *Critical Terms for Art History*, Chicago, University of Chicago Press.

Meyer Shapiro (1953) 'Style' in Preziosi, Donald (ed.) *The Art of Art History: A Critical Anthology* (Oxford, 1998).

Julian Stallabrass *Contemporary Art A Very Short Introduction* (Oxford, 2004).

### 3. How will I learn?

Learning will take the form of weekly seminars, in preparation for which students will be required to read primary and secondary texts in advance. As a seminar, each class will take the form of tutor-led discussion of the skills and concepts required to analyse objects, images and texts, and to critically assess the merits and limits of approaches advocated by art and design historians.

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

### 4. What learning supports are provided?

Set readings will be supplied, as well as guidance about the techniques of close reading and object / image analysis. The lecture and seminar series is supported by the use of a dedicated google classroom hosting bibliographic references, etc.

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

#### Module Requisites and Incompatibles

<b>Pre-requisites</b>	None
<b>Co-requisites</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.
<b>Recommended</b>	VC1-1

### 6. How will I be assessed?

Assessment tool	% of final grade	Timing
Presentation plus accompanying notes	100%	Week 11
<b>Total</b>	<b>100%</b>	

Assessment tool	Learning outcomes assessed
Presentation and delivery of slides/notes	Learning outcomes 1, 2, 3

### 7. Feedback, results and grading

The module is assessed on a student reflection which takes place at the end of the trimester. This gives you the opportunity to demonstrate an ability to research the texts and examples of visual and

material culture. You will be expected to analyse two chosen texts and the accompanying images. This will be communicated in a presentation which will be made to the group. In this presentation you should make reference to some related images of visual and material culture, and produce slide notes. This presentation takes place at the end of the course. In the presentation you are requested to reread the text you presented earlier in the trimester. Make cross-references to other texts you read during the module. You are particularly requested to demonstrate how the texts have enhanced your understanding of the history and theory of visual and material culture. The presentation should make specific reference to examples of visual and material culture that backs up your analysis. You will be expected to structure your presentation around key points and images.

If you are unable to make a presentation you will be required to submit a 2,000 word essay (with images). First write a synthesis of two of the chosen texts. Analyse the key points raised while comparing and contrasting two of the texts studied making reference to examples of visual and material culture.

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.

## 8. 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.

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

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Delivered in lecture and seminar rooms in Harry Clarke House, in Weeks 1-11 of Trimester 2.

## 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**