

Situations of Visual Culture VC3-13

MODULE DESCRIPTOR

ECTS credits	5	Programme	BA (Hons) Visual Culture
NQF level	8	School	School of Visual Culture
Stage	3	Module Co-ordinator	Dr Declan Long
Trimester	1	Module Team	Dr Declan Long, Dr Silvia Loeffler
Contact	Neasa Travers, Secretary School of Visual Culture: visualculture@staff.ncad.ie		
Responsibility	NCAD Academic Council / School of Visual Culture		

Introduction

The purpose of this module is to provide a context where many of the writing, research and analytical skills which have been developed by the third year of study on the programme can be exploited and tested. In particular, it allows for students to focus interests that they have developed in the broad field of Visual Culture.

Typically this module will focus on Dublin since the Celtic Tiger. (Other 'situations' will be introduced to allow for comparison). Rather than viewing the production of art and design narrowly as the works of individual agents, the module examines the extent to which creativity of various kinds might be understood as a collective and historical phenomenon across different forms / genres of cultural expression. Key settings include the art school and the nightclub, as well as the gallery and the academy. It also explores the effects of class, power and hegemonic forms of culture on the emergence of non-conformist or sub-cultural phenomena. Extending beyond the professional settings of the gallery or the museum, it sets out to understand and evaluate the impact and forms of 'amateur' cultural products such as the fanzine or independent music labels.

Students will be encouraged to engage with primary evidence of various kinds including interviews, archival collections, documentary photographs, etc. Emphasis will also be placed in the changing face of the city, and students will have opportunities to research and analyse different locations. They will be encouraged to develop their own critical perspectives on this material by using a range of conceptual and theoretical tools from Visual Culture studies.

The aims of this module are:

1. To encourage students to understand and critically reflect on the roles played by both professional and amateur practices in the shaping of culture;
2. To require students to consider and test models for understanding the interaction of different cultural forms such as music and the visual arts in particularly historical circumstances;
3. To encourage students to develop critical perspectives on the mediation of historical 'scenes'

What will I learn?

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

1. **RESEARCH:** explore amateur and under-recorded social phenomena;
2. **ANALYSE:** to analyse the ways in which different forms of art and design might form a particular cultural formation and the conditions which that occurred;
3. **COMMUNICATE & ORGANISE:** be able to develop an appropriate form of presentation for their findings.

How will I learn?	
Credits	Hours
lectures / Seminars	15
Specified Learning Activities	30
Autonomous Student Learning	55
Total Workload	100

Classes will combine presentations by the tutor as well as discussion of original source texts and other primary works including film and music.

What learning supports are provided?	
Bibliographies, recommended readings for discussion in class, and online moving image and audio resources.	
Am I eligible to take this module?	
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

How will I be assessed?		
Assessment tool	% of final grade	Timing
Portfolio of texts (including audio submissions)	100%	TBC
Total	100%	

Feedback, results and grading

The subject of the assessed piece of work will be a study of a single historical setting or 'scene' as described above. The student will make a powerpoint presentation (or similar) and submit slide notes, or make and submit a recorded audio presentation featuring a voice over narration. In the case of the latter, the student will not be assessed on the technical quality of the audio presentation but on the quality of ideas and the integration of primary sources with their voice-over narration.

NCAD Grade Criteria Template (see handbook) will be employed in the assessment of this work.

What happens if I fail?
<p>Resit Opportunities</p> <p>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.</p>

When and where is this module offered?
<p>Venue: tbc</p> <p>Weeks 1-11 of trimester 1</p>

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 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