NCAD DUBLIN
National College of Art and Design
A Recognised College of University College Dublin

Economies of Visual Culture
VC3-1

MODULE DESCRIPTOR

ECTS credits	10	**Programme**	BA (Hons) Visual Culture
NQF level	8	**School**	School of Visual Culture
Stage	3	**Module Co-ordinator**	Rachel O'Dwyer
Trimester	1	**Module Team**	Rachel O'Dwyer, Paul Caffrey, Francis Halsall, Declan Long, Emma Mahoney, Hilary O'Kelly
Contact	Neasa Travers, Secretary School of Visual Culture: visualculture@staff.ncad.ie		
Responsibility	NCAD Academic Council / School of Visual Culture		

Introduction

The study of Visual Culture is located at the interface of objects, images, materials, technology, society, politics and economies. While other modules prioritise, for example, the study of technological or social histories, this module focuses on the economic dimensions of Visual Culture. It aims to explore the ways in which economic factors impact, and are impacted on, by Visual Culture. Although not presented as a formal training in the principles and techniques of the discipline of economics, this module will provide insights into the way in which economic factors – such as forms of business organisation, the availability of resources – shape the production, dissemination and consumption of art and design.

Economic and cultural imperatives can be seen as two of the most significant forces shaping human behaviour. The Economies of Visual Culture module presents an opportunity to consider the dynamic relationship between them as they act upon intellectual discourses, systems of societal organisation, and individual behaviour. Historic and contemporary case studies offered for analysis in the seminars will allow for claims about the new centrality and prominence of the culture industries and the knowledge economy in Ireland and elsewhere today to be tested.

The aims of this module are to:

1. Survey, using paradigmatic examples, the history of the changing relationships between practices of the production of visual culture and their markets;
2. Explore and compare the relationships between economies, markets and audiences in different areas of art and design;

Discuss practices in art, design and visual culture in the context of their audiences and markets.

What will I learn?

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

1. RESEARCH the impact of economics on particular fields of visual culture and, conversely, the ways in which economic practices are themselves influenced by visual culture.
2. ANALYSE the relationships between economies, markets and audiences.
3. COMMUNICATE his or her ideas about the economies of visual culture in ways which demonstrate confidence and sophistication.

Module content

An indicative selection of seminars subjects includes:

- Fashion, Design and Mass production

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- Economies and Vocabularies
- The 40 foot container
- The Sharing Economy
- Economies of the Hollywood system
- Josiah Wedgwood
- Valorisation and Non-monetary value
- Public Art

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 selected case studies across a range of fields from the C18th to the present.

Credits

Learning tool	**Hours**
Lectures / Seminars	20
Specified Learning Activities	40
Autonomous Student Learning	140
Total Workload	200

What learning supports are provided?

Students will be provided with key readings and a module descriptor which includes background sources.

Indicative Bibliography

Entwistle, J (2009) *The Aesthetic Economy of Fashion, markets and values in clothing and modelling,* Oxford, Berg

Du Gay, Paul ed., (2001) *Cultural Economy,* London, Sage

Hardt, M. (2010), 'The Common in Communism', in C. Douzinas and S. Žižek (eds.), The Idea of Communism. London/New York: Verso, pp. 131-44.

Foster, S. (1997) 'Buying Irish: Consumer Nationalism in Eighteenth-Century Dublin' History Today, Volume 47, 44-51.

Young, Hilary (ed.) (1995) *The Genius of Wedgwood,* London, V&A.

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	VC1-1

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How will I be assessed?

Assessment tool	% of final grade	Timing
Presentation and Illustrated essay	100%	c. w. 11
Total	**100%**	

Feedback, results and grading

Eschewing a focus on particular forms of cultural production or on particular approaches to the economics of visual culture, the essay briefs have been framed in order to allow the student to select his or her subject to research. As a third year elective on the BA (Hons) in Visual Culture, students will be able to select subjects which afford opportunities to undertake primary research (for instance, by examining a current art or design practice or circumstance which impacts on art and design practice in Dublin today). The selection of the subject will be made in consultation with the module coordinator. Students undertaking the module will have a chance to present their ideas in a presentation in week 8 or 9 to their peers and receive verbal feedback. The presentation will then form the basis of 2,500-3,000 word essay submitted for assessment.

The essay will be assessed according to NCAD Grade Assessment Criteria.
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What happens if I fail?

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 quality for the award on completion of this programme until the learning outcomes of this module have been met.

When and where is this module offered?

Venue TBC / Week 1-11, trimester 2

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

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