



The University of Southern Queensland

Course Specification

Description: Visual Cultures

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
VIS	2012	14974	2, 2002	ONC	1.00	TWMBA

Academic Group:	FOART
Academic Org:	FOA007
HECS Band:	1
ASCED Code:	100300

STAFFING

Examiner: Sandy Pottinger

Moderator: Charlie Boyle

PRE-REQUISITES

Pre-requisite: VIS 1011

SYNOPSIS

The history of representation has cultural implications which are framed by considerations of belief, class, ethnicity, gender, nationality, and philosophy. This course addresses aspects of these issues of social and cultural practice as they challenge and shape the contemporary arts of European and non-European cultures. Visual communication through the visual language of imagery will be explored to analyse and define the position and relationship between artist, audience, and artwork within a cultural and historical context.

OBJECTIVES

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

- develop an awareness of the formation of culture and the processes of responding to change;
- understand the basic cultural formations and practices which shape visual arts communication;
- acquire a knowledge of the development of contemporary artistic forms through European and non-European traditions;
- recognise the underlying aesthetic conventions within works of art in their socio-cultural contexts;
- clearly and logically express personal ideas pertaining to cultural awareness as they relate to the visual arts.

TOPICS

Description	Weighting (%)
1. The framing of culture.	0.00
2. The purposes of artworks: vehicles for visual communication.	0.00
3. Aesthetics and everyday life: changing cultural contexts for the visual arts.	0.00
4. Interpreting artworks.	0.00
5. Art and its audience.	0.00
6. The roles of popular culture and the challenge to tradition.	0.00
7. Relating cultural and aesthetic theories to artistic practices.	0.00

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Journals and Periodicals: Art and Text; Art and Australia; Art and Asia Pacific; Australia Art Monthly; Artforum; Parkett; Leonardo; Art in America

Appignanesi, R, & Garratt, C 1996, *Postmodernism for Beginners*, Allen & Unwin, Sydney.

Benjamin, A, Osborne, P (eds) 1991, *Thinking Art: Beyond Traditional Aesthetics*, Institute of Contemporary Art, London.

Cunningham, S 1992, *Framing Culture: Criticism and Policy in Australia*, Allen & Unwin, Sydney.

Eagleton, T 1997, *The Illusions of Postmodernism*, Blackwell, Cambridge, Mass.

Frascina, F & Harris, J, (eds) 1992, *Art in Modern Culture*, Harper Collins, New York.

Freadman, A & MacDonald, A 1992, *What is this thing called Genre?*, Boombanan Publications, Mount Nebo, Qld.

Frow, J & Morris, M 1993, *Australian Cultural Studies: A Reader*, Allen and Unwin, St Leonards.

Gandhi, L 1998, *Postcolonial Theory*, Allen & Unwin, Sydney.

Gibson, R 1992, *South of the West: Postcolonialism and Narrative Construction of Australia*, Indiana University Press, Bloomington.

Grossberg, L, Nelson, C & Treichler, P, (eds) 1992, *Cultural Studies*, Routledge, New York.

Lemert, C 1997, *Postmodernism is not what you think*, Blackwell, Oxford.

Lewis, R 1996, *Gendering Orientalism: Race, Femininity and Representation*, Routledge, New York.

Mirzoeff, N 1999, *An Introduction to Visual Culture*, Routledge, London.

- Nelson, R, Shiff, R (eds) 1996, *Critical Terms for Art History*, University of Chicago Press, Chicago.
- Raven, A, Langer, C, Fruen, J (eds) 1991, *Feminist Art Criticism: An Anthology*, UMI Research Paper, Michigan.
- Rowley, S (ed) 1997, *Craft and Contemporary Theory*, Allen & Unwin, Sydney.
- Said, E 1993, *Culture and Imperialism*, Knopf, New York.
- Said, E 1995, *Orientalism*, Penguin (reprint), London.
- Schwichtenberg, C (ed) 1993, *The Madonna Connection: Representational Politics, Sub Cultural Identities and Cultural Theory*, Allen & Unwin, Sydney.
- Smith, B 1998, *Modernism's History*, University of New South Wales Press, Sydney.
- Spivak, G C 1999, *A Critique of Postcolonial Reason*, Harvard UP, Cambridge, Mass.
- Walker, J 1983, *Art in the Age of Mass Media*, Pluto Press, London.
- Walker, J, & Chaplin, S 1997, *Visual Culture: An Introduction*, U Press, Manchester.
- Watkins, S A, Rueda, M, Rodriguel, M 1993, *Feminism for Beginners*, Allen & Unwin, Sydney.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Lectures	26
Private Study	126
Tutorial	13

ASSESSMENT DETAILS

Description	Marks Out of	Wtg(%)	Required	Due Date
CULTURAL AUTOBIOGRAPHY	100.00	30.00	Y	09 Aug 2002
WRITTEN ASSIGNMENT	100.00	35.00	Y	13 Sep 2002
JOURNAL OF RES & TUT PREP & PA	100.00	35.00	Y	01 Nov 2002 (see note 3)

NOTES:

3. Refer to Course Specification for more detailed assessment information .

OTHER REQUIREMENTS

- 1 ADDITIONAL INFORMATION ON ASSESSMENT NUMBER 3: Journal: The journal is to include reviews, tutorial research preparation and material for oral presentations during tutorials as well as notes from lectures.
- 2 Students are expected to pass all categories of assessment and the final grade determined by total of accumulated points/percentage across all items of assessment.

- 3 Assignments submitted after the due date, and without prior approval of an extension from the examiner, will be penalised at the rate of 10% per working day up to 5 days, after which a grade of zero will be awarded.
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