

## Global Learning Semesters

### Course Syllabus

Course: ARCH-122 Visual Culture Studies

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
ARCH-122	Visual Culture Studies	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Design	Lower Division	English

### Course Description

The course introduces students of design to contemporary theoretical practices that locate visual perception within a broader cultural framework of precepts, concepts and language. The course taps into different theoretical and academic disciplines that range from psychology, philosophy, cultural criticism, art theory, media studies and sociology. On this course emphasis is given to the dialogue between the production of visual material and the act of viewing and looking as a mediated practice.

### Prerequisites

None

### Topic Areas

1. Theories of the Image
2. Rhetoric of the Image
3. Image Persuasion
4. Photography and Contemporary Culture

### Readings and Resources

#### Recommended Reading

1. Evans, J and Hall, S (1999) Visual Culture: The Reader; The Open University, Sage.
2. Silverman H.J. (1990) Postmodernism - Philosophy and the Arts; Routledge
3. Squiers C. (1990) The Critical Image: Essays on Contemporary Photography; Lawrence & Wishart, London
4. Barthes, R (1977) Image, Music, Text; Fontana Press
5. Cray J. (1990) Techniques of the Observer: On Vision and Modernity in the Nineteenth Century.