



Course Code ARCH 400	Course Title Visual Cultural Studies	ECTS Credits 6
Department Architecture	Semester Fall	Prerequisites None
Type of Course Major elective	Field Visual Research	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 4 th	Lecturer(s) Haris Pellapaisiotis
Mode of delivery Face to face	Work Placement N/A	Co-requisites None

Objectives of the Course:

This is an introductory course to visual culture, which aims at providing students with an opportunity to critically study and analyze visual cultural communication. The course objectives are:

- To look at the various attempts by cultural commentators, photographers, artists, architects and philosophers to describe and explain the nature of the image, human imagination, and visual experience.
- To introduce students to different ways of looking and seeing.
- To introduce students to key theoretical texts which have influenced the way we view and perceive the world around us.
- To draw attention to the construction of visual images.
- To look at the way the visual image is regulated through different types of photographic and other lens based practices.
- To examine the relationship between viewer and what is viewed.

Learning Outcomes:

- Demonstrate critical awareness of the ways visual images particularly in photography, film and video are constructed based on systems of representation and how such images are in turn used to construct meaning.
- Demonstrate the ability to evaluate, present and discuss the construction of images and how meaning is constructed.
- Demonstrate a level of understanding and use of cognitive and analytic research skills
- Formulate arguments on complex themes and present such arguments within debating forums.

Course Contents:

- Introduction to visual culture, general overview seminar. Followed by research assignment
- Students present and discuss research findings
- The image and language / reading photographs (seminar) research assignment given.
- Observation workshop
- Seminar on the politicization of the image
- Students discuss project work
- Students complete assignment
- Image representations of the city – seminar. Essay assignment
- Research work discussed
- Students work on assignment
- Project progressed discussed
- Students make final edits
- Students present work to class

Learning Activities and Teaching Methods:

Seminars, Practical Workshops, Critique, Discussions, Practical Assignments, Visual Research Assignments, Written Assignments.

Assessment Methods:

Ongoing Course Work, Written Paper, Project Work, Research, Quality of Production and Presentation.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Mirzoeff, N	An Introduction to Visual Culture	Routledge	1999	0-415-15876-1

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Evans, J and Hall, S	Visual Culture: the reader	The Open University / Sage	2002	076196248