



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Visual Culture Dissertation				
Module Code	UAAAM7-20-3 FA 302	Level	3	Version	1
Owning Faculty	ACE	Field	Art		
Contributes towards	BA (Hons) Fine Art				
UWE Credit Rating	20	ECTS Credit Rating	10	Module Type	Project
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	N/a		Module Entry requirements	N/a	
Valid From	September 2012		Valid to	September 2018	

CAP Approval Date	1 August 2012
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate the ability to think clearly and critically about a subject matter and case study within contemporary discourses of visual culture. (Component A2) • Discuss and apply current conventions and approaches to scholarly writing about visual culture. (Component A1) • Choose a relevant and suitable topic from the field of visual culture, and identify appropriate visual and textual research sources. (Component A1,A2) • Present an articulate, coherent, substantial and critical written argument, based on competent visual and textual analysis and evaluation. (Component A1)
Syllabus Outline	<p>Teaching block 1: This module results in production of a self-originated and significant body of independent work. The fine art students are required to develop an appropriate thesis and case study based in rigorous research and studies of theoretical and historical contexts and through their personal experiences and experimentations as student-artists. The project may involve the development of a specifically chosen artistic area or processes for the production or development of any of the chosen artistic fields.</p>

	<p>A submitted written thesis report (3000-4000) will accompany students' criticism, analysis and personal views about art theory and history as well as contemporary ways of art practicing. Alternately, the research can be written up and submitted as a dissertation, undertaken by proposing a project carried through within a supportive and structured framework from tutors, lectures and local artists.</p> <ul style="list-style-type: none"> • Knowledge of relevant research methods and ways to approach scholarly writing about visual culture. • Recognize and select through a range of articles and sources the most suitable, relevant and interesting topic. • Research through visual and textual sources, museums libraries, public libraries, university library and locate sources for ways that the sources could be used. • Application of proper citation and bibliography according to Harvard Referencing System. • Usage and presentation of illustrations, abstracts and the presentation of the thesis research paper. • Evaluating and structuring an argument, proper research methodology, visual and textual critical analysis and writing a conclusion.
<p>Contact Hours/Scheduled Hours</p>	<p>The minimum of 36 contact hours comprised as follows:</p> <p>Teaching blocks 1 and 2: Weekly lecture and seminar, plus workshop involving as appropriate:</p> <ul style="list-style-type: none"> • whole class discussion; • feed forward and feedback through personal tutorial times; • question and answer sessions; • Lectures • Seminars • Assignments • Discussions • Independent Study • Field trips
<p>Teaching and Learning Methods</p>	<p>Scheduled learning Weekly lectures will present information and outline current debates in the field, and may also be used interactively depending on the content being delivered. Weekly seminars will provide an environment for students to broaden their grasp of these areas through interrogation, analysis and collaborative work including text production. The workshop space will be used flexibly depending on content being covered and perceived student need and may include any of the learning opportunities outlined in the above section.</p> <ul style="list-style-type: none"> • Lectures • Seminars • Workshops • Peer and self-evaluation • Self-directed study <p>Independent learning This is an independent learning module since the student-artist has to submit a written report /supporting documentation of 8,000 -10,000 words as part of the assessment.</p>
<p>Reading Strategy*</p>	<p>Essential Reading</p>

	<p>Essential reading will be indicated clearly, along with the method for accessing (e.g., students may be expected to purchase a set text, be given a study pack or be referred to texts that are available electronically or in the Library). Module handbooks will also reflect the range of reading to be carried out.</p> <p>Further Reading Further reading is advisable and students will be encouraged to explore at least one of the titles held in the library on this topic.</p> <p>Access and Skills Student-Artists at this stage are competent and independent to use the Library resources and any other type of resources for completing their research question.</p> <ul style="list-style-type: none"> • Research and Methodologies • Time Management • Problem Solving • Communication Skills • Critical analysis • Professionalism
Indicative Reading List	<p>Indicative Reading List</p> <p>Essential Reading:</p> <p>Crow, D. (2010) <i>Visible Signs: An Introduction To Semiotics In The Visual Arts</i>. AVA Publishing SA.</p> <p>Holly, A. M. & Smith, M. (2009) <i>What is Research In The Visual Arts? : Obsession, Archive, Encounter</i>. USA: Yale University Press.</p> <p>Honour, H. (2009) <i>A World History of Art</i>. Laurence King Publishing.</p> <p>Kul-Want, C. (2010) <i>Philosophers on Art From Kant to the Postmodernists: A Critical Reader</i>. New York: The University Press Group Ltd.</p> <p>Mitchell, C. (2011) <i>Doing Visual Research</i>. Sage Publications Ltd.</p> <p>Roth, R., Roth, K. S. & Ostrow, S. (1998). <i>Beauty is Nowhere</i>. London: Taylor & Francis Ltd.</p> <p>Sullivan, G. (2005) <i>Art Practice as Research: Inquiry in the Visual Arts</i>. UK: Sage Publications Ltd.</p> <p>Sturken, M. & Cartwright, L. (2009) <i>Practices of Looking: An Introduction to Visual Culture</i>. New York: Oxford University Press.</p> <p>Recommended Reading:</p> <p>Barnard, M. (2001) <i>Approaches to Understanding Visual Culture</i>. Palgrave Basingstoke.</p> <p>Bonham-Carter, C., & Hodge, D. (2009) <i>The Contemporary Art Book</i>. Goodman Books.</p>

Part 3: Assessment

Assessment Strategy	<p>Values in Assessment (Component A)</p> <p>Knowledge of:</p> <ol style="list-style-type: none"> 1. Managing self in preparing and completing work from a range of disciplines. (Component A, Element 2) 2. Identifying and utilizing relevant research methods and methodologies appropriate for an undergraduate dissertation. (Component A, Element 1) <p>Technical and applied skills through:</p> <ol style="list-style-type: none"> 1. Undertaking a research project to a high standard with attention to detail. (Component A) 2. Applying research skills, laboratory skills, computer skills, coaching skills and interpersonal skills. (Component A) <p>Understanding through application of:</p> <ol style="list-style-type: none"> 1. Relevant thesis supported by evidence, argument and illustration. (Component A, Element 1) 2. Develop bibliography with suitable material. (Component A, Element 1) 3. Professional decision-making and initiative and organising time management. (Component A) 4. The relevance of text based research for any studio practice. (Component A)
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Identify final assessment component and element	Component A1	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	0%

First Sit	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Written thesis report (2000-3000)	30%
2. Studio Based Project on individual selection of a combination of studio-practices	70%
Component B Description of each element	Element weighting (as % of component)
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Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Written thesis report (2000-3000)	30%
2. Studio Based Project on individual selection of a combination of studio-	70%

practices	
Component B Description of each element	Element weighting (as % of component)
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<p>If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.</p>	