Situations of Visual Culture
VC1005

MODULE DESCRIPTOR

ECTS credits[1]	5	Programme	BA (Hons) Visual Culture
NQF level	8	School	School of Visual Culture
Stage	1	Module Co-ordinator	Dr Silvia Loeffler
Trimester	2	Module Team	Dr Declan Long, Dr Silvia Loeffler
Contact		Neasa Travers, Secretary School of Visual Culture: visualculture@staff.ncad.ie	
Responsibility		The NCAD Academic Council and the School of Visual Culture Board have responsibility for this module.	

1. Introduction

The purpose of this module is to support students to understand and critically examine highly situated approaches to Visual Culture. Focusing on Dublin, where most of the students are located and all study, the module explores the ways in which objects of visual culture are shaped by situation – understood broadly in terms of history, urban infrastructure, demography, cultural institutions and so on. As such the module acts as an important introduction to a key aspect of Visual Culture studies but also to the city.

Students will be encouraged to reflect on their own 'local' situation and, where appropriate, to engage with primary evidence of various kinds including interviews, archival collections, documentary photographs, etc. Emphasis will also be placed in the changing face of the city, and students will have opportunities to research and analyse different locations. They will be encouraged to develop their own critical perspectives on this material by using a range of conceptual and theoretical tools discussed in class and in the readings provided.

This module aims to:

1. Encourage students to understand and critically reflect on the roles played by both professional and amateur practices in the shaping of culture;

2. Require students to consider and test models for understanding the interaction of different cultural forms such as music and the visual arts in particularly historical circumstances;

3. Encourage students to develop critical perspectives on the way in which visual culture is shaped and experienced in specific settings

---

[1] European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

2. What will I learn?

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

1. RESEARCH: explore amateur and under-recorded social phenomena in specific settings;

2. ANALYSE: to analyse the ways in which situations are formed and the way they affect cultural production including art and design;

3. COMMUNICATE & ORGANISE: be able to develop an appropriate form of presentation for their findings.

Module content

Typically, this module will focus on Dublin since the Celtic Tiger. (Other 'situations' will be introduced to allow for comparison). Rather than viewing the production of art and design narrowly as the works of individual agents or as powerful arts institutions, the module examines the extent to which creativity of various kinds might be understood as a collective and historical phenomenon across different forms / genres of cultural expression. Key settings include the art school and the nightclub, as well as the gallery and the academy. It also explores the effects of class, power and hegemonic forms of culture on the emergence of non-conformist of sub-cultural phenomena. Extending beyond the professional settings of the gallery or the museum, it sets out to understand and evaluate the impact and forms of 'amateur' cultural products such as the fanzine or independent music labels.

3. How will I learn?

Learning tool	Hours
Lectures and seminars	22
Specified Learning Activities	44
Autonomous Student Learning	36
Total Workload	**100**

4. What learning supports are provided?

Bibliographies, recommended readings for discussion in class, and online moving image and audio resources. Students will access this material via a Canvas Classroom.

Classes will also include 'site' visits to key locations.

Students who chose to work with photographic images or with sound (such as in the form of an audio recording of an interview) will be able to develop appropriate technical skills through LinkedIn Learning courses.

5. Am I eligible to take this module?

Module Requisites and Incompatibles

Pre-requisites	None

VC1005 Situations of Visual Culture   *Module Descriptor*
Approved by Academic Council on 15 Nov 23   *Page 2 of 4*
This document was prepared for NCAD students. It may not be reproduced in whole or part without permission from NCAD.

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	None

6.   How will I be assessed?

The subject of the assessed piece of work will be a study of a single historical setting or 'scene' as described above. The student will make a PowerPoint presentation (or similar) and submit slide notes, or make and submit a recorded audio presentation featuring a voice over narration. In the case of the latter, the student will not be assessed on the technical quality of the audio presentation but on the quality of ideas and the integration of primary sources with their voice-over narration.

Assessment tool	% of final grade	Timing
Portfolio of texts (including audio submissions)	100%	Week 12
Total	**100%**	

Assessment tool	Learning outcomes assessed
Portfolio of texts	Learning outcomes 1, 2 and 3

Grading

Students' assessments will be graded using the NCAD Grade Descriptors.

7.   Feedback, results and grading

Students will be provided with written feedback which reflects their achievements against the learning outcomes of this module.

8.   What happens if I fail?

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 progress to the next stage of the programme until they have successfully completed all Year 1 modules, equivalent to 60 credits.

9.   When and where is this module offered?

The module is delivered in School of Visual Culture lecture and seminar rooms, during weeks 1-11 of Trimester 2.

VC1005 Situations of Visual Culture
Approved by Academic Council on 15 Nov 23
Module Descriptor
Page 3 of 4
This document was prepared for NCAD students. It may not be reproduced in whole or part without permission from NCAD.

10. 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 year, 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. Students are also encouraged to complete the Irish Student Survey of Engagement. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, students are invited to discuss their experience on the module with their lecturers at any point during the year. Students can also relay your comments to the class student representative who will communicate their comments to the staff.

**For further details on the content of your module and teaching arrangements,
consult your Programme or Module Handbook**

VC1005 Situations of Visual Culture   *Module Descriptor*
Approved by Academic Council on 15 Nov 23   *Page 4 of 4*
This document was prepared for NCAD students. It may not be reproduced in whole or part without permission from NCAD.