

Module: Visual Methodologies (BAPO-VM)

Allocation of Marks: 60% Continual Assessment
40% Final Examination

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Gain competence with key theoretical concepts relating to the analysis of visual culture – with an emphasis on understanding post-modern and post structural theory.
2. Ability to critically evaluate and articulate visual culture in terms of questioning and power structures and hierarchies in society
3. Develop a thorough understanding of engaged critical photographic artistic practice within culture.
4. Assess, interpret and investigate the significance of visual media, the act of looking in contemporary, globalized society.
5. Develop research skills using appropriate resources

Module Objectives

This module aims to:

- Develop an in depth understanding of visual culture and the key theoretical issues involved in the interpretation and analysis of images.
- Develop skills of critical and personal engagement within the field of contemporary visual media
- Facilitate learners to create connections between art, film and photography history and theory, semiotics and history.
- Gain an understanding into how photographic imagery is ever present in daily culture and its effects on the psyche.
- Demonstrate an understanding into photographic contexts both historically and contemporary and its impact on social and cultural change.

Module Curriculum

Indicative Content:

Introduction to Visual Methodologies and Culture

This section introduces the module and its topics to the learners. What is visual culture? Revising and reinforcing the primary theoretical concepts in the analysis of visual culture – in particular ‘the gaze’ and ‘the spectacle’, power relationships in media representation.

Photojournalism in Contemporary Society

In an age where digital images are captured and uploaded in real time the role of the photography has faced many challenges. This topic examines the range of social, cultural and ethical issues that face contemporary photojournalism and documentary photography.

Engaged Practice

This topic looks at aspects of professional practice and addresses what is engaged practice? An introduction to professional artistic practice. Working within a wider field of engagement. Develop learners' ability to write their artists' statement and promote own practice. What is photographic Meaning? An investigation of the key issues of representation and contemporary photographic practices. The aim being to develop students ability to discuss their own work and gain the oral and written skills required to present their work for submission to public and private entities.

Irish Visual Culture and Cultural Studies

This topic explores how the tensions in Irish culture have been expressed through visual culture and the relationship between tradition and modernity, politics, myth, history and language. The impact of post colonialism on Irish identity, as well as contemporary representations in a post 'Celtic Tiger' Ireland. These themes shall be explored through Irish photography and photographic practitioners.

Post Modernism

This section asks what is post modernism? A discussion of the rejection of modernism and an introduction to concepts, diversity, multiplicity, the merging of subject and object, self and other. Artists will be examined who use parody, pastiche and multiplicity in their practice.

Post- Colonialism

This section examines what is Post- Colonialism? An introduction to the concepts of imperialism, colonialism will be examined through the case studies of key theorists and artists who have critically disrupted colonial power structures.

Visual Methodologies

What do images mean? Why do they matter? This topic explores the ways that visual images work through the application of various mechanisms of textual analysis. In addition the operation of ideology power of the image in constructing meaning shall be examined.

The Body

What is the body? Since ancient times artists have chosen to represent the human body, culturally it has become the site of a continuing debate on race, class and sexuality. Examples of media representations, theoretical concepts and artists will be examined as examples.

Representations

This topic has an emphasis upon changing modes of representation and meaning the changing social and cultural contexts informing the development of visual culture. Representation, stereotypes and genre will be topics under discussion.

Writing Skills for Photographic Practice

This topic looks at aspects of professional practice with a specific emphasis on the written presentation of one's work. The aim being to develop learners' ability to discuss their own work and gain the oral and written skills required to present their work for submission to public and private entities.

Research Skills for Photographic Practice

This topic examines how to undertake research when embarking on an extended photographic project. The focus will be on giving participants tools to aid them in engaging in the research process through innovative approaches to research in their chosen photographic discipline.