# COURSE DETAIL

| UNDERSTANDING VISUAL CULTURE |
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| **Country**<br>New Zealand |
| **Host Institution**<br>University of Waikato |
| **Program(s)**<br>University of Waikato |
| **UCEAP Course Level**<br>Lower Division |
| **UCEAP Subject Area(s)**<br>Film & Media Studies |
| **UCEAP Course Number**<br>78 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>UNDERSTANDING VISUAL CULTURE |
| **UCEAP Transcript Title**<br>VISUAL CULTURE |
| **UCEAP Quarter Units**<br>6.00 |
| **UCEAP Semester Units**<br>4.00 |

**Course Description**
Our lives are dominated by images and by visual technologies that allow local and global communication of information and ideas. In an increasingly visual world, how do we best decipher and understand the many ways that our everyday lives are organized around looking practices? In what ways are we affected by the many images that we encounter? How do we impression manage our identity with images? Images are used to represent our worlds real, imagined, or possible. They can be trivial, profound, persuasive, confronting or disturbing. Some images possess a universal appeal while some are censored for their (perceived) harm. This course seeks to cover visual texts in the broadest sense, ranging from drawings, paintings, photographs, moko, film and television, to new media forms. It constitutes a key first step in learning to utilize the image by beginning to understand how they work and their impact and influence on us. It also draws on a broad range of theories that deepen understanding of images and guide image creation and manipulation.

**Language(s) of Instruction**
English

**Host Institution Course Number**
MEDIA100

**Host Institution Course Title**
UNDERSTANDING VISUAL CULTURE

**Host Institution Course Details**

**Host Institution Campus**

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Media

**Course Last Reviewed**

Print