

COURSE DETAIL

UNDERSTANDING VISUAL CULTURE

Country

New Zealand

Host Institution

University of Waikato

Program(s)

University of Waikato

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Film & Media Studies

UCEAP Course Number

78

UCEAP Course Suffix**UCEAP Official Title**

UNDERSTANDING VISUAL CULTURE

UCEAP Transcript Title

VISUAL CULTURE

UCEAP Quarter Units

6.00

UCEAP Semester Units

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Media

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