COURSE DETAIL

INTRODUCTION TO VISUAL CULTURES
Country Egypt
Host Institution American University in Cairo
Program(s) The American University in Cairo
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Film & Media Studies Art History
UCEAP Course Number 45
UCEAP Course Suffix
UCEAP Official Title INTRODUCTION TO VISUAL CULTURES
UCEAP Transcript Title INTRO VISUAL CULTRS
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This lecture course provides a primer in visual literacy across media, introducing key terms and methods for critically reading the visual world including iconology, formal analysis, art history, ideological analysis, and semiotics. Students gain fluency in understanding how images work in cultural context to communicate meaning, to express a sense of self, to convey pleasure, to sell things, and to distribute power. Questions of the effect of specific visual technologies are also engaged, particularly their impact on perception and conduct. Examples are drawn from fine arts, advertising, film, popular culture, and new media. This is an introductory course that fosters creative, conceptual, analytical and critical thinking with regards to visual communication. The course provides the primary references of the visual arts and graphic design fields as well as its corresponding terminology. It also introduces different creative practices and to contextual dynamics that have shaped the history of visual media from prehistoric times to the present day. Finally, the course gives a glimpse into contemporary theoretical approaches that address issues such as sustainability, social impact, diversity, inclusion and heritage. How do images convey meaning? How can they mislead us? What is the difference between seeing and looking? In other words, does sight guarantee insight? This course delves deep into visual strategies, contexts of viewership, and the ways in which to critically navigate the world around us with the tools.

Language(s) of Instruction
English

Host Institution Course Number
DSGN 2113

Host Institution Course Title
INTRODUCTION TO VISUAL CULTURES

Host Institution Course Details
https://catalog.aucegypt.edu/preview_course.php?catoid=38&coid=92088&print

Host Institution Campus
Host Institution Faculty
Host Institution Degree
Host Institution Department Graphic Design
Course Last Reviewed 2025-2026

Print