Course Title: Visual Culture

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<td>QF Level:</td>
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<td>Contact Hours:</td>
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Aims and Objective

This course aims to introduce students to the basic concepts and major approaches in the study of visual culture, so as to enable them to better understand and analyze daily visual culture, and to express their visual experiences of self and social relationships in community through texts and visual images. The course will identify and discuss the interrelation between visual experience and everyday life through a careful reading of various forms of representations, including painting, illustration, photography, film and video. Students will learn interdisciplinary approaches to image analysis which cover psychology, pictorial studies and perception theories. They will be positioned as spectators in the course to learn how to rethink the ways of seeing things. They will also learn how to initiate and conduct visual projects by re-examining the relationship with community in order to become active participants in contemporary visual culture.

Intended Learning Outcomes of the Course

On completion of the course, students should be able to

ILO1. identify and explain the essential concepts in contemporary visual culture;

ILO2. discuss the changing visual experiences in community and illustrate one’s own way of seeing with visual images;

ILO3. analyze critically the complementarity and intertextuality between texts and images;

ILO4. analyze and apply conceptual tools from multi-perspectives, i.e. visual activism, psychology and pictorial analysis, to facilitate effective visual communication.

Syllabus

1. Course Introduction
   - An introduction to Visual Culture
   - Visualizing, Visual Power, Visuality and Everyday life
   - Spectator
   - Choice of Subject

2. Light Community: Social Forms in a Fluid World
   - Light Community
   - Urban Commons
   - Fluidity
3. Visualizing Hong Kong through Images: Hong Kong in Spectacle vs. Everyday Hong Kong
   - Gentrification
   - Wandering in City
   - Representation
   - The “Other”

4. Publicity, Sexuality, and Desire
   - Gendered Photography
   - Object of Desire
   - Commodity
   - Spectator-Buyer

5. Visual Communication
   - Psychology of Art
   - Visual Perception

6. Pictorial Analysis
   - Pictorial Analysis
   - Photography

### Assessment

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<tr>
<th>Description</th>
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<tr>
<td>Participation</td>
<td>10%</td>
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<tr>
<td>Individual Photo Journal</td>
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<tr>
<td>Visual Project Proposal</td>
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<td>Visual Project Report</td>
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<td>Individual Visual Assignment</td>
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<td>Visual Project and Presentation</td>
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### Pre-requisite(s)

Nil

### Required and Recommended Reading

**References:**