

Lingnan University
Department of Visual Studies

Course Title	: Exploring Visual Media
Course Code	: VIS3256
Recommended Study Year	: 3 rd and 4 th years
No. of Credits/Term	: 3
Mode of Tuition	: Lecture and tutorial
Class Contact Hours	: 2 hours lecture per week 1 hour tutorial per week
Category in Major Programme	: Programme Elective
Prerequisite(s)	: N/A
Co-requisite(s)	: N/A
Exclusion(s)	: N/A
Exemption Requirement(s)	: N/A

Brief Course Description

Investigations into the nature, specificity, function, and relevance of diverse visual media. An examination of intermediality and media convergence as key issues for the understanding of visual media in the 21st century.

Aims

To acquaint students with past and ongoing reflections and practices related to the visual media.

Learning Outcomes

This course is designed to enhance basic reasoning and appreciative and expressive skills. It is also designed to promote an enhanced understanding of a number of central issues raised by the understanding of visual media. Completion of the course should grant students:

Basic knowledge of fundamental approaches and issues related to the visual media

This knowledge enables students to:

1. Become aware of differences amongst major visual media
2. Assess claims made about the significance of media across a range of contexts
3. Understand problematic issues in discussions of the media

Ability to engage in further, independent learning and reflection

This ability enables students to:

1. Appreciate problems and arguments related to visual and other media
2. Grasp new connections between different kinds of visual representations
3. Bring some of this knowledge to bear in the appreciation and understanding of visual representations in various media

Indicative Content

1. An exploration of basic theoretical issues pertaining to the nature and function of visual media. What is a (visual) medium and what are some of the defining characteristics and functions of visual media? Divergent perspectives on the significance of media.
2. Contextually informed investigations into specific visual media in a historical and cross-

cultural perspective: e.g. painting, sculpture, cinema, television, photography, dance, visual design and fashion.

3. An examination of concepts of intermediality and their relevance for understanding visual media today.

Teaching Method

Lectures and discussions

Measurement of Learning Outcomes

Students' progress towards the learning outcomes outlined above will be measured by continuous assessments focused on the students' successful engagement with the lectures, tutorial discussions, readings, presentations and written assignments. In addition, students' knowledge of the subject will be assessed by a final examination at the end of the term.

Assessment

Assessment of the students will focus on their active engagement with the readings and issues, and their ability to develop articulate critical responses. 50 % continuous assessment; 50% final examination.

Required Readings

Davies, David. 'Medium in Art'. In *The Oxford Handbook of Aesthetics*. Ed. Jerrold Levinson. Oxford: Oxford University Press, 2003.

Selections from: Alpers, Philip, ed. *The Philosophy of the Visual Arts*. Oxford: Oxford University Press, 1992.

Supplementary Readings

Allen, Richard and Murray Smith, eds. *Film Theory and Philosophy*. Oxford: Clarendon, 1997.

Arnheim, Rudolf. *Film as Art*. Berkeley: University of California Press, 1964.

Carrol, Noël. *Engaging the Moving Image*. New Haven, CT: Yale University Press, 2003.

Cohen, Ted. 'Television: Contemporary Thought'. In *Encyclopedia of Aesthetics*. Ed. Michael Kelly. New York: Oxford University Press, 1998.

Cook, Nicholas. *Analysing Musical Multimedia*. Oxford: Oxford University Press, 1998.

Greenberg, Clement. *Art and Culture*. Boston: Beacon Press, 1961.

Harrison, A. 'Medium'. In *Encyclopedia of Aesthetics*. New York: Oxford University Press, 1998.

Hermerén, Göran. *Representation and Meaning in the Visual Arts*. Stockholm: Laromedelsforlagen, 1969.

Kieran, Matthew, ed. *Media Ethics*. London: Routledge, 1998.

Light, Andrew and Jonathan M. Smith, eds. *The Aesthetics of Everyday Life*. New York: Columbia University Press, 2005.

Lopes, Dominic. *Understanding Pictures*. Oxford: Clarendon, 1996.

Maynard, Patrick. *The Engine of Visualization*. Ithaca, NY: Cornell University Press, 1997.

Marchessault, Janine. *McLuhan: Cosmic Media*. London: Sage, 2005.

Read, Herbert. *The Art of Sculpture*. Princeton: Princeton University Press, 1961.

Savedorff, Barbara. *Transforming Images: How Photography Complicates the Picture*. Ithaca, NY: Cornell University Press, 1999.

Sontag, Susan. *On Photography*. Harmondsworth: Penquin, 1979.

Sparshott, Frances. *A Measured Pace: Toward a Philosophical Understanding of the Arts of Dance*. Toronto: University of Toronto Press, 1995.

Zingrone, Frank and Eric McLuhan, eds. *Essential McLuhan*. Toronto: Anansi Press, 1995.

Important Notes:

- (1) Students are expected to spend a total of 9 hours (i.e. 3* hours of class contact and 6* hours of personal study) per week to achieve the course learning outcomes.
- (2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit writing assignment(s) using Turnitin.
- (4) To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.

* Numbers of hours are subject to adjustment for individual courses.