DSGN 101 Visual Culture 1

This course introduces the essential concepts of visual culture and the role that images can play in producing cultural meaning. It supports students' ability to understand and interpret images, color, design and pattern in the world around them. This course further introduces various forms of mixed media usage to the students through which they can apply the theoretical knowledge they learn in hands-on projects.
 (Pre-requisites: None)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. To obtain critical knowledge and understanding of visual culture theories, perspectives and their philosophical and historical context.
2. Students will learn to identify the interplay of influence among culture, historical developments, ideology, power relations and the process of image making, encoding, representation, distribution, consumption, decoding and interpretation.
3. To obtain analytical skills by reviewing, critiquing and evaluating professional works
4. To obtain advanced writing and communication skills, including the communication of art, ideas and concepts through critical reviews, presentations, and case study ethnography
5. To obtain the ability to work successfully in complex social environments.

Textbook & Course Materials:

- Image Studies - Theory and Practice by Sunil Manghani

Course Content:

1. Introduction to theories of image interpretation
2. Ethnography & observer participation
3. Visual culture theories (cultural studies theories)
4. Ethnography of fashion
5. Youth popular art and culture
6. Interpretation and new ways of defining and looking at art
7. Semiology, representation and stereotyping - part 1
8. Visual representation
9. Sports
10. Film fans
11. Social change groups

12. Semiology representation and stereotyping - part 2
13. Graffiti
14. Street Art
15. Banksy
16. Film analysis - part 1
17. Film analysis - part 2
18. Semiological analysis of film images/posters
19. Visual culture and representation in: TV, Film, Music videos, Video games, Advertising
20. Stuart Halls reception theory
21. Bahraini cinema, film makers and visual culture
22. Mohammad BuAli
23. Hussein Raffai
24. Cultural appropriation
25. Cross cultural imagery
26. Nubia, Dar al Islam
27. Visual culture of traditional architecture
28. Interior design