

## **DSGN 102 Visual Culture II**

This course provides an application of visual culture theory in multimedia. The course content introduces applications for culture, semiotics, and designs in a mini multimedia project.

*(Pre-requisites: DSGN 101)*

### **Course Learning Outcomes:**

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

1. To obtain critical, knowledge and understanding of audio- visual principles and main components.
2. To gain an understanding of the important cultural and social trends important and relevant to be communicated through multimedia platforms
3. To obtain analytical skills by participating in reviewing, critiquing and evaluating a variety of multimedia artwork.
4. To obtain effective communication skills, of combining creatively multimedia components.
5. To handle multimedia production projects individually and consider critiques to develop final products.

### **Textbook & Course Materials:**

- N/A

### **Course Content:**

1. Intro to John Bergers: Ways of Seeing
2. European Oil Paintings (1400-1900)
3. “What is Culture?” Intro to Geertz
4. Early and Pre-war Modern Art
5. Intro to Frankfurt School of Thought
6. Inter-war Modern Art
7. Post-war Modern Art
8. Intro to Bourdieu
9. Contemporary and Post-modern Art
10. Intro to Said’s Orientalism
11. MENA and Gulf Art from the 1900s to present day
12. Intro to Mulvey’s “male gaze”
13. Cinema and TV
14. Pop Music in Visual Culture
15. Trip to RAK Art Foundation
16. Intro to Jenkin’s “Convergence Culture”
17. Digital Art
18. Art and Advertising
19. Design: The application of Art to Industry
20. Cinema and TV in the MENA Region
21. Nostalgia as a trend in the Gulf