



**LUNDS**  
UNIVERSITET

Faculty of the Humanities and Theology

## **Master of Arts (Two Years) in Visual Culture**

### **Course Details**

Title of the Programme of Study	Visual Culture
Specialisations Offered	
Scope of Programme in Higher Education Credits	120
Cycle (1st, 2nd or 3rd)	2nd
Programme Code	HAVCU
Details of approval of course	Syllabus approved by the Syllabus Committee of the Faculty of the Humanities and Theology 23 <sup>rd</sup> May 2007.

Details of changes approved

### **2. Description of Programme of Study**

The aim of this academic programme is to increase knowledge and understanding of and insight into the importance of visual culture to the processes of communication found in modern society, and to examine this from critical and intermedial perspectives. The latter also includes elements of sound and music. The aim of the programme is also to illustrate and analyse the role of visual communication – both in its artistic and commercial mass-media form – in representing major existential issues, at the same time as giving critical attention to both the artistic and the commercial aspects. The course focuses on visual representations which are associated with both high and popular culture (as well as the analysis and discussion of such distinctions) including both moving pictures, such as film, video and television, and still images, sculpture and design (for example, documentary, news, artistic, propaganda, scientific, and entertainment images, advertisements, design objects and architecture). An optional course is also offered which specifically deals with sound and its role in communication, where sound is combined with visual expression. This programme contributes to an increase in general knowledge by broadening the field of understanding for both the individual student and society at large by offering a deeper insight into the genres and cultural forms derived from images, visualisation and sight. The compulsory components of the Visual Culture programme constitute a combination of the subjects of Art History and Visual Studies on one hand and Film Studies on the other. Individual specialisations can cover both these and other disciplines, for example, Musicology, Design, or Architecture.

### **3. Learning Outcomes**

For a Degree of Master of Arts (Two Years) in Visual Culture students must

- demonstrate an in-depth and broad knowledge concerning the discipline of visual culture in its widest sense
- demonstrate knowledge and understanding in the field of Visual Culture, including both broad knowledge in the field and substantially deeper knowledge in parts of the field, together with deeper insight into current research and developmental work
- be able to problematise, formulate and apply relevant research issues concerning visual objects, i.e. various kinds of pictures, works of art, design objects, architecture and moving pictures such as film and television
- be able to develop and apply ideas relating to visual analysis in a research context autonomously
- be able to demonstrate in-depth knowledge of methods and have a good empirical, theoretical and methodological command of the subject area at an advanced level
- be able to problematise various movements within the area of visual culture and related areas
- be able to follow the development of knowledge within the discipline of Visual Culture autonomously and be knowledgeable of scholarly communication
- be able to critically, independently and creatively identify and formulate issues concerning visuals and the phenomena of visual media
- be able to analyse and assess complex phenomena within the discipline of Visual Culture, even when limited information is available
- be able to complete work within specified time limits
- demonstrate a sound ability to clearly present and discuss their conclusions and the knowledge and arguments behind them, orally and in writing, in dialogue with different groups, both with and without knowledge of the discipline of Visual Culture
- be able to integrate, contextualise and apply knowledge within a wide visual subject field and deal with complex phenomena and formulate assessments within Visual Culture, in both academic and non-academic contexts, as well as nationally and internationally.
- be able to understand and explain which issues within the philosophy of science are specific to the humanities, especially concerning the theories and methods of visual studies
- be able to communicate their knowledge and partake with critical dimensions in the public discussion concerning politico-cultural issues
- demonstrate a sound ability to identify their need for further knowledge and to take responsibility for developing their knowledge
- be able to demonstrate methodological proficiency, an increased degree of autonomy and the ability to make assessments regarding relevant scholarly, social and ethical aspects of visual culture
- be able to discuss and relate themselves to the potential and limitations of the humanities, their role in society and people's responsibility for how they are used
- be able to discuss the role of research in society.

#### **4. Course Information**

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| a | Compulsory Courses for the Programme as a whole | Theory of Science and Methodology in Visual Culture, 15 credits,<br>Visual Culture, 30 credits,<br>Degree Project, 30 credits. |
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- b Optional Courses Western Design in a Globalised World, 15 credits,  
Swedish National Film Culture in a Global Context, 15 credits,  
Audio-visual Culture, 15 credits,  
Representations of Violence in the Visual Arts and Media, 15  
credits.
- c Order of Courses in the Programme: start dates  
and availability in the  
academic year The programme is offered every fourth term with a start in the  
autumn term of 2007.
- d Schematic Layout of  
the Programme
- Term 1  
Compulsory Course:  
Theory of Science and Methodology in Visual Culture, 15  
credits,
- Optional Courses:  
Individual choice of a 1st or 2nd cycle course taught in  
English, 15 credits, The host departments offer the following  
courses, one specialising in art, the other specialising in film:
- Western Design in a Globalised World, 15 credits,  
  
Swedish National Film Culture in a Global Context, 15 credits.
- Term 2  
Optional Courses:  
Individual choice of a 1st or 2nd cycle course taught in  
English, 15 credits. The host departments offer the following  
courses taught in English, specialising in either art, music, or  
film:
- Audio-visual Culture, 15 credits,  
  
Representations of Violence in the Visual Arts and Media, 15  
credits.
- Term 3  
Compulsory Course:  
Visual Culture, 30 credits
- Term 4  
Compulsory Course:  
Degree Project in Visual Culture, 30 credits.

## **5. Details of the Degree**

1. Degree Title in Swedish Filosofie Masterexamen i Visuell kultur
2. Degree Title in English Degree of Master of Arts (Two Years) in Visual Culture

## **6 Admission Requirements and Selection Criteria**

1. Specific admission Requirements To be eligible for admission to the programme, the student must have a Bachelor's degree in Art History and Visual Studies, Film Studies, Musicology, Design, Architecture, or the equivalent. Courses on the programme are usually taught in English. Students from non-Nordic or non-English speaking countries will have to show proof of proficiency in the English language.
2. Selection Criteria For pedagogical reasons a balanced group of Swedish and international students is aimed for on the programme. Students are selected onto the course accordingly. Selection is based on a letter of intent and academic qualifications.  
Priority for study in the courses of the programme is given to students on other Master's programmes. In all other respects, normal rules of admittance apply.

## **7 Further Information**

Students who have been selected onto other Master's programmes have priority to the courses in the programme over students who are not enrolled on another programme.