Module Title	Visual Analysis
Course Title	BA (Hons) Creative Advertising with Marketing
School	☐ ASC ☒ ACI ☐ BEA ☐ BUS ☐ ENG ☐ HSC ☐ LSS
Division	Creative Technologies
Parent Course (if applicable)	BA (Hons) Creative Advertising with Marketing
Level	4
Module Code *(showing level)*	
JACS Code (completed by the QA)	
Credit Value	20 credit points
Student Study Hours	Contact hours: 36 Student managed learning hours: 164 Placement hours: N/A
Pre-requisite Learning	None
Co-requisites	None
Excluded combinations	none
Module co-ordinator	Name: Terry Daniels Email: danielta@lsbu.ac.uk
Short Description (max. 100 words)	This module examines how meaning can be understood using formal modes of analysis. Focusing on the major forms of contemporary advertising, the module introduces students to the academic practice of defining advertisements as texts to be analysed, demonstrating how academic theory relates to a range of images. The module will introduce forms of visual analysis developed from various theoretical traditions, such as semiotics, structuralism and feminism.
Aims	- To provide students with an introductory theoretical framework for studying advertisements - To introduce students to the analytical tools for the study of advertisements. - To introduce appropriate and relevant academic skills of argument, analysis,

	and essay writing.
Learning Outcomes (4 to 6 outcomes)	• An introductory understanding of key theoretical approaches to the study and analysis of advertisements. • Introductory research skills, in sourcing advertising and visual images for analysis • The ability closely to analyse a variety of advertisements • The ability to synthesise ideas, make comparisons and evaluations and interpret advertisements. • Written and oral communication skills.
Employability	This module introduces students to a variety of meaning-making strategies employed in the advertising and creative industries. It encourages students to focus on their own creative practice in other modules and in the workplace.
Teaching and learning pattern	Contact hours includes the following: (please click on the checkboxes as appropriate) √ Lectures ☐ Group Work: ☒ Seminars ☒ Tutorial: ☐ Laboratory ☐ Workshops ☐ Practical ☒ VLE Activities
Indicative content	The module will be delivered using a combination of lectures, seminars and individual tutorials over 12 weeks. The lectures provide an overview of the material, and a basic framework for further study. In seminars, students have the opportunity to discuss what they have learned in lectures and in the reading materials. Tutorials provide help with individual study-skills issues. Topics include: • Semiotics and their relevance to advertising • Structuralism and Post-structuralism as analytical frameworks • Psychoanalytical approaches to the study of images • Feminist analysis of visual texts
Assessment method (Please give details – of components, weightings, sequence of components, final component)	Formative assessment: Feedback will be given during seminar and workshop activities, and on draft work that they are encouraged to submit prior to summative assessment. Summative assessment: Coursework: Essay 2,000 words. (100%)
Indicative Sources (Reading lists)	Core materials: 1. Chandler, D (2007) *Semiotics: the basics*. London and New York: Routledge 2. Crow, D (2016) *Visible Signs: an introduction to semiotics in the visual arts.* London: Fairchild Books. 3. Rose, G (2016) *Visual Methodologies* 4th Edition. London: Sage. Optional reading: 1. Barthes, R (1993) *A Roland Barthes Reader.* London: Vintage. 2. 2. Fiske, J (1990) *Introduction to Communications Studies*. Second Edition. London: Routledge.

	3. Williamson, J (1995) *Decoding Advertisements*. London: Marion Boyars.
Other Learning Resources	The module guide, lecture presentations and other supporting materials will be available on Moodle.