

Introduction to Ways of Seeing

Introduction

The photographic image has become a powerful communicative tool and it is important that students understand its significance and practical use. Through this module students will be given an introduction in how to assess, interpret and evaluate images from a cultural, sociological and historical viewpoint. Students will be able to understand in a structured way how meaning is conveyed through images, especially photographic imagery.

Aims

This module aims to enable the student to:

- Interpret and evaluate images from a cultural, sociological and historical perspective.
- Develop skills in the structuring of the photograph to communicate meaning and impression within a visually and semiotically strong image.
- Discuss the power relationships inherent in the process of representation.

Learning Outcomes

On successful completion of this module, the student should be able to:

- Competently identify and apply the basics of visual analysis methodologies.
- Understand the importance of historically specific cultural indicators in decoding visual forms of communication.
- Show an understanding of the language of visual communication; interpreting the creative and communicative elements within an image.
- Assess, interpret and evaluate images on different levels including culturally and historically.

Indicative Module Content

The Psychology of Vision and Visual Language

De-Mystification of Art.

Semiotics

The Importance of the Medium

What is a photograph?

Exploring aesthetics

Image Analysis

The Rhetoric of the Image

Society of the Spectacle

Developing Approaches