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| Course Code | Visual Culture UNYP 91230 |
| Level | Lower-level course in a Bachelor's degree program |
| Credits | 3 semester credits / 6 ECTS |
| Pre-requisite(s) | None |

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| Scheduled meetings | 45 hours |
| Average preparation time | 105 hours |
| Total student work time | 150 hours |

Description This course explores how pictures – whether media, fine art paintings, photographs, film stills, postcards and graphics are constructed, and how this construction affects how we view and interpret them. Course analyses the use of various elements used by image-makers and their commissioning agents.

Learning outcomes Upon successfully completing this course, the student will be able to:

- utilize a basic working vocabulary with which to understand, discuss, and analyze the way visual images, especially those for mass consumption, are constructed;
- be able to identify and analyze the visual functions of each of these elements in terms of their desired effect or impact on viewers or audiences;
- to begin to analyze, explore and question the relationships between the image-maker, viewer, subject and commissioning agent; and the various functions of images in society.

Study literature Lazroe, Beth. (1998) *Photography as Visual Communication: A Curriculum*. Prague: FAMU.

Additional readings available on UNYP E-Learn or in the UNYP Library.

All courses are taught in English, with the exception of language courses. UNYP's 3-year and 4-year Bachelor's programs are accredited by the Czech Accreditation Commission, a part of the Czech Ministry of Education, Youth and Sports, and lead to the award of a *bakalář* (Bachelor's) degree. UNYP's 3-year Bachelor's of Business degree is also accredited by the the U.S.-based International Assembly for Collegiate Business Education (IACBE), a CHEA-recognized accreditor.