

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Political, Administrative and Communication Sciences
1.3 Department	Journalism
1.4 Field of study	Communication sciences
1.5 Level of study	Master
1.6 Study program / Qualification	Media Communication / Digital Media and Game Studies

2. Information about the discipline

2.1 Discipline title	Visual Culture						
2.2 Course lecturer	prof. univ. dr. Elena Abrudan						
2.3 Seminar assistant	prof. univ. dr. Elena Abrudan						
2.4 Year of study	2	2.5 Semester	II	2.6. Evaluation type	E	2.7 Discipline type	OBL

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	36	of which: 3.5 course	24	3.6 seminar/laboratory	12
Time distribution: / week					hrs
Studying the manual, course reader, bibliography and notes:					34
Supplementary documentation in the library, on electronic platforms and in the field:					14
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					44
Tutorials					20
Examinations					2
Other activities:					
3.7 Total hours of individual study		114			
3.8 Total hours per semester		150			
3.9 Number of credits		6			

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

5. Conditions (where applicable)

5.1 for the course	• Video projection
5.2 for the seminar/laboratory	• Video projection

6. Accumulated specific competencies

Professional competencies	<p>Conceptually explaining communication situations and field-specific problems</p> <p>Approaching communication and the audience from the perspective of field-specific parameters, taking into account the relation between the technological medium and target audience</p> <p>Applying fundamental concepts in the production process of a section/ topical page for a publication or of a broadcast according to professional norms.</p>
Transversal competencies	<p>Solving, in a realistic manner, with both theoretical and practical argumentation, of common professional situation, in view of an efficient and deontological solution.</p> <p>Applying efficient teamwork techniques, in a multidisciplinary team, accomplishing tasks on hierarchic levels.</p>

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	Introduction in visual culture
7.2 Specific objectives	<p>A proper perception and understanding of visual messages</p> <p>Stimulating creativity and efficiency in the process of working with visual images</p>

8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction to Visual Culture.	Multimedia presentation	Interdisciplinarity Social Representations
2. Postmodern Visual Culture.	Multimedia presentation	Visual experiences in the postmodern era Meaningful visual practices
3. Media Literacy as communicational and cultural competences	Multimedia presentation	A historical overview of media literacy Competences in media literacy Models of media literacy The recent history of media literacy Romanian media education Visual literacy (case study) Spatial intelligence Cultural diversity
4. Visual Aesthetic Thinking	Multimedia presentation	Aesthetic relationship and the holistic perspective Media aesthetics New visual interfaces design (case study) A brief history of human-machine interfaces How technology becomes transparent iPods & iPhones The super-modernist aesthetic of interfaces

		Technology use and magic rituals
5. To look and to see	Multimedia presentation	News design Gestalt theory <i>Visual content manipulation</i> (case study)
6. The levels of meaning	Multimedia presentation	<i>Temporal landmarks of the space</i> (case study) Deconstruction versus architectural reconversion The medieval towers in Cluj-Napoca <i>The mechanisms of media meta-realism</i> (case study)
7. The levels of meaning		<i>The mechanisms of media meta-realism</i> (case study)
8. Media audience as a community based on visual meanings	Multimedia presentation	Producing meaning The audience's discourse <i>Mass-media and the social construction of reality</i> (case study) Reflecting reality Representing reality The Romanian revolution live
9. Media audience as a community based on visual meanings	Multimedia presentation	<i>Interactive storytelling</i> (case study) Interactivity and new media Interactive storytelling in computer games <i>Interactive narrative in Lara croft Tomb Raider: Legend</i>
10. Representing reality through visual images	Multimedia presentation	Theoretical approaches <i>Modern art as perception and representation</i> (case study) Changes in society and material culture Digital art
11. Between ethical and unethical	Multimedia presentation	Visual Ethics Digital image manipulation <i>Visual ethics as a dynamic process of making meaning</i> (case study)
12. Visual Methodologies	Multimedia presentation	Composition, technology, production, content, color, geometrical perspective, spatial organisation, logic of figuration

Bibliography

Abrudan, Elena. *Visual Communication*, course reader.

Abrudan, Elena. *Visual Culture*, Galaxia Gutemberg, 2012.

Jessica, and Stuart Hall. 1999. *Visual culture: The reader*. London: Sage Publications Ltd.

John. 2001. *Television Culture*. London and New York: Routledge.

han, Kerry. 2003. *Teaching visual culture. Curriulum, aesthetics, and the social life of art*. New York: Teachers College Press.

Hall S. "Encoding / Decoding" in *Culture, Media, Language: Working Papers in Cultural Studies*, (1972-79).

London: Hutchinson, 1980. 128-138.

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Manovich, Lev. *Alan Kay's Universal Media Machine*. 2006. *Lev Manovich*. [Online] www.manovich.net.
 Manovich, Lev. *Interaction as an Aesthetic Event. Interaction as Designed Experience. Lev Manovich*. [Online] 2007. www.manovich.net.
 McLuhan, M. (1994). *Understanding Media: The estensions of man*. New York, McGraw-Hill.
 Culture. 2003. Edited by Chris Jenks. London: Routledge.

8.2 Seminar / laboratory	Teaching methods	Observations
1. Introduction to Visual Culture	Multimedia presentation Discussions	
2. Media Aesthetics	Practical demonstration	
3. Visual representation of facts in news (Infographics)	Multimedia presentation Discussions	
4. Visual metaphors	Multimedia presentation Discussions	
5. Photorealistic representations/ The digital image	Applied image analyses Discussions	
6. The rhetoric of the moving image	Video screenings Discussions	

Bibliography
 Abrudan, Elena. *Visual Communication*, course reader.
 Barthes, Roland. *Mythologies*. New York: The Noonday Press, 1991
 Smith, Ken, Sandra Moriarty, Gretchen Barbatsis, and Keith Kenney. *Handbook of Visual Cammunication. Theory, Methods and Media*. Mahwah: Laurence Erlbaum Associates, 2005.

7. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program’s corresponding field

- The course has students working in teams, correlated to newsroom or research teams, on a project that demonstrates the students’ capacity to adapt to realistic situations and produce content for various types of audiences.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Project on visual culture topic	E	100%
10.5 Seminar/ laboratory			
10.6 Minimum performance standard			
<ul style="list-style-type: none"> • Knowing the concepts and gaining the abilities to operate with visual contents • Analyzing a news photograph • 			

Date

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Course lecturer signature

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Seminar assistant signature

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Date of approval in the Department

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Head of department’s signature

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