



Title:	Visual Literacy APPROVED
Long Title:	Visual Literacy
Module Code:	ARTS6025
Duration:	1 Semester
Credits:	5
NFQ Level:	Fundamental
Field of Study:	Visual Arts
Valid From:	Semester 1 - 2018/19 (September 2018)
Module Delivered in	1 programme(s)
Module Coordinator:	Catherine Fehily
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Module Description:	This module explores the principles of Visual Literacy. It looks at how meaning is made and communicated in still and moving images.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	identify how meaning is made and communicated through still and moving images.
LO2	articulate responses to still and moving images using shared specialized terminology.
LO3	evaluate still and moving images using appropriate criteria and language.
LO4	discuss the social, cultural and ethical issues around creating and working with still and moving images.
LO5	explore the impact of existing and emerging technologies on how meaning is made and communicated through still and moving images.
Pre-requisite learning	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	
Co-requisites	
No Co Requisites listed	

Module Content & Assessment

Indicative Content

The Principles of Visual Literacy

Looking at how meaning is made and communicated through the information that is presented through still and moving images.

Reading and Interpreting Images

Reading and interpreting still and moving images. Developing effective and appropriate criteria for evaluating images. Exploring the impact of existing and emerging technologies on how meaning is made and communicated in still and moving images.

Case Studies

Analysis and discussion of selected images including student work

Assessment Breakdown

%

Course Work

100.00%

Course Work

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Presentation	Peer group presentations	2,3,4	50.0	Week 8
Essay	Essay exploring the principles of Visual Literacy within the context of still and moving images.	1,4,5	50.0	Week 12

No End of Module Formal Examination

Reassessment Requirement

Coursework Only

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

The institute reserves the right to alter the nature and timings of assessment



Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Content delivery and discussions	1.0	Every Week	1.00
Lecturer-Supervised Learning (Contact)	Seminar-based discussion of practices and works	1.0	Every Week	1.00
Independent & Directed Learning (Non-contact)	Research and preparation	5.0	Every Week	5.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				2.00

This module has no Part Time workload.

Module Resources

Recommended Book Resources

- Barrett, T. 2012, *Criticizing photographs: an introduction to understanding images*, 5th edition Ed., McGraw Hill [ISBN: 9780073526539]
- Berger, J. 2013, *Understanding a Photograph*, Penguin [ISBN: 9781597112567]
- Edgar, R. et al. 2015, *The Language of Film (Basics Filmmaking)*, 2nd Ed., Fairchild Books [ISBN: 1472575245]
- Jones, R. and Hafner, C. 2012, *The Age of the Image: Redefining Literacy in a World of Screens*, Routledge [ISBN: 9781136212895]
- Scott, C. 1999, *Spoken Image: Photography and Language*, Reaktion [ISBN: 9781861890320]

Supplementary Book Resources

- Jones, R. and Hafner, C. 2012, *Understanding digital literacies: a practical introduction*, Routledge [ISBN: 9780415673167]
- La Grange, A. 2015, *Basic Critical Theory for Photographers*, Taylor & Francis Group, [ISBN: 9781138129573]

This module does not have any article/paper resources

Other Resources

- Online Journal: Alan Michelson 2017, *A short history of visual literacy: the first five decades* , Art Libraries Journal, Vol. 42 Issue 2, p95, 4p
http://search.ebscohost.com/cit.idm.oclc.org/login.aspx?direct=true&db=ofm&mp:AN=122399260&site=ehost-live
- Website: *Visual Literacy Today*
<https://visualliteracytoday.org>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_HPHNM_8	Bachelor of Arts (Honours) in Photography with New Media	1	Mandatory