FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION

Course Title:	**VISUAL CULTURE AND SEMIOTICS**
Course code (LAIS):	**KomZ5014**
Study programme:	**Media and Digital Literacy**
Type of Study Program	☒ Academic Master
Type of Study course:	☐ Compulsory course (Part A) ☒ Professional specialization courses (Part B, compulsory) ☐ Professional specialization optional courses (Part B, optional) ☐ Elective courses (Part C)

Course Workload:	**Credits**	**ECTS**	**Academic hours**	**Contact hours**	**Independent work hours**
	2	3	80	24	56

Course Author/ Tutor:	**Selga Goldmane** Lecturer, Mag. philol. e-mail: selga.goldmane@va.lv Consultation: according to the schedule for each semester
Course Form:	Full time studies
Study year, semester:	Year 1, Semester 1
Language:	Latvian/ English
Prerequisites for the Course:	n/a
Course Summary:	The aim of the study course is to introduce to visual culture from semiotics perspective; genre and narrative theories; to develop analytical skills working with visual texts. Students will have a possibility to practically learn assigning meaning, its coding and decoding.
Assessment:	Examination
Requirements for Credits:	– All independent assignments must be prepared and submitted on time – All independent course assignments must follow the instructions described in this course syllabus. – All independent course assignments must adhere to the academic and/or ViA principles of ethics. Any violation of academic and/or ViA principles of ethics will result in an unsatisfactory grade for this course. – Only upon the satisfactory completion of all independent course assignments, will a student be allowed to take the final exam. – A student must adhere to class attendance policies. – Attendance in seminars and sessions with practical class assignments are mandatory. Only in the case of an excused absence, will a student be allowed to complete a written make-up assignment. – In order to successfully complete this course, a student must submit all independent assignments and receive a satisfactory grade (no lower than 4) for each assignment. Assessment: – Individual and group work – 70 % – Examination – 30%
Abiding by the Academic Ethics	Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.: – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of

	supporting materials and/or consultations with other students, unless the lecturer states otherwise. In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.	
Learning Outcomes; the evaluation methods and criteria	**Learning Outcomes**	**The evaluation methods and criteria**
	Knowledge	
	Students will know the construction and deconstruction of a visual text through semiotics	Individual work, examination
	Students will understand assigning meaning in visual culture	Individual work, seminar, examination
	Skills	
	Students will be able to apply the learnt knowledge analysing samples of visual culture	Individual work, seminar, examination
	Students will be able to recognize the use of culture memory in a visual text	Individual work, seminar, examination
	Competency	
	Students will be able to encode and assign meaning in a visual context	Individual work, seminar, examination
	Students will be able to demonstrate understanding of various images / moving images in making meaning	Individual work, seminar, examination
Course Compulsory literature:	1. Chandler, D. (2007). Semiotics the Basics. New York, Routledge; 2 edition. (Available electronically: Semiotics for beginners) 2. Crow, D. (2015). *Visible Signs: An Introduction to Semiotics in the Visual Arts.* Fairchild Books. 3. Hawkes T. (2003) Structuralism and Semiotics. London, Routledge. 4. Howells, R. (2003). *Visual Culture*. Wiley Pub. 5. Kress, G & van Leeuwen, T. (2006). Reading Images: The Grammar of Visual Design. New York: Routledge.	
Course additional literature:	1. Barthes, R. (1977). Elements of Semiology. New York: Hill and Wang. 2. Barthes, R. (1977). Image, Music, Text. New York: Hill and Wang. 3. Eco, U. (1978). The theory of Semiotics. Indiana UP. 4. Mirzoeff, N. ed. (2012). The Visual Culture Reader. London: Routledge.	
Course confirmation date:	December 11, 2019.	
Date of course description update:		

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	**Independent work hours**	
The date is specified before the implementation of the course	Audio-visual content as text and language; visual semiotics	2	4	lecture, practical class
	Time and space; designing meaning, denotation and connotation; metaphors and other tropes	4	4	lecture, seminar, practical class

	Culture memory and its carriers; social trauma; representation of reality	4	8	lecture, seminar, practical class
	Creating a story, narrative types, plot	2	8	lecture, seminar, practical class
	Genre theory	2	8	lecture, seminar, practical class
	Intertextuality	2	8	lecture, seminar
	Aethetics of digital content	4	6	lecture, seminar, practical class
	Analysis of visual text	4	10	Examination
	Hours total:	**24**	**56**	