



Universidad  
de Navarra

*Visual Culture (Fcom)*  
*Teaching guide 2023-24*

## INTRODUCTION

**BRIEF DESCRIPTION:** An introductory course dealing with artistic tradition and other art settings as a method to understand contemporary images. The aim of this course is to help you acquire the skills to analyze and interpret images and other artistic/cultural manifestations. This course seeks to help you develop a personal aesthetic judgment.

- **Degree:** Comunicación Audiovisual (Screen Studies Program); Periodismo (Global Journalism)
- **Module in the degree program:**
  - Audiovisual Communication;
    - Module II. Audiovisual Communication milieu; 1. Historical and sociocultural context.
  - Journalism;
    - Module II. Journalism milieu; 3. Historical and cultural context.
- **ECTS:** 6
- **Year:** 2º, Spring Semester
- **Type of course:** Required
- **Instructor:** Lourdes Esqueda Verano
- **Language:** English
- **Lecture schedule:** Tuesday 12:00-2:00pm and Thursday 3:30-5:30pm, FCOM-2

## COMPETENCES

### COURSE LEARNING OBJECTIVES

1. Students must acquire basic theoretical notions about specific art movements and other cultural manifestations.
2. Students should be able to properly interpret the meaning of artworks applying Erwin Panofsky's and Roger Fry's methodologies.
3. Students should be able to recognize and distinguish images made in different times and link them to their socio-cultural context.
4. Students must be able to define the visual culture of contemporary society and to explain how viewers create cultural meaning.

### AUDIOVISUAL COMMUNICATION DEGREE

#### 1. BASIC COMPETENCES

CB1 - Students should demonstrate knowledge and understanding of the subject area based on a general secondary school education. They should have a general level that is well supported by advanced texts, but that also encompasses aspects that suggest knowledge of the leading edge of their field of study.

CB2 - Students should be able to apply their knowledge to their job or vocation in a professional way. They should be able to prove their general competencies by developing and defending arguments and solving problems within their subject area.



Universidad  
de Navarra

CB3 -Students should be able to gather and interpret relevant data (normally within their field of study) in order to make judgments that encompass consideration of social, scientific and ethical topics.

## 2. GENERAL COMPETENCES

CG1 - Accurately expressing knowledge and ideas in speech and writing in the field of audiovisual communication.

CG2 - Understanding, analyzing and critically evaluating defining elements of human beings and contemporary society from anthropological, historical, cultural and social points of view.

CG3 - Understanding and valuing the impact of audiovisual communication on society, culture, history, economics, business, law, science, ethics and technology.

CG5 - Engaging in responsible decision making and problem solving by applying teamwork and leadership skills.

CG7 - Knowing, understanding and contemplating the different components of the human personality (biological, affective, mental, spiritual features) and how they relate to different dimensions of the environment.

CG8 - Identifying the main forms of cultural, literary and artistic expression in Western culture from the beginning to the present day.

## **JOURNALISM DEGREE**

### 1. BASIC COMPETENCES

CB1 - Students should demonstrate knowledge and understanding of the subject area based on a general secondary school education. They should have a general level that is well supported by advanced texts, but that also encompasses aspects that suggest knowledge of the leading edge of their field of study.

CB2 - Students should be able to apply their knowledge to their job or vocation in a professional way. They should be able to prove their general competencies by developing and defending arguments and solving problems within their subject area.

CB3 -Students should be able to gather and interpret relevant data (normally within their field of study) in order to make judgments that encompass consideration of social, scientific and ethical topics.

### 2. GENERAL COMPETENCES

CG1 - Accurately expressing knowledge and ideas in speech and writing in the field of audiovisual communication.

CG2 - Understanding, analyzing and critically evaluating defining elements of human beings and contemporary society from anthropological, historical, cultural and social points of view.

## **PROGRAM**

This course is a transversal journey to painting, sculpture, photography, cinema and more recently produced images and actions through seven modules:



Universidad  
de Navarra

## **1. What is Visual Culture?**

- a. Object of Study
- b. Methodology and Analysis
  - b.1. Erwin Panofsky's Iconology
  - b.2. Formal Analysis
  - b.3. Critical Theory

## **2. This is Us**

- a. The Purpose of Art
  - a.1. Sacred
  - a.2. Humanism
  - a.3. L'art pour l'art
- b. Art Destruction

\*Case study: Iconoclasts and Vandals

## **3. The Modern Turn: Craftsmen and Artists**

- a. Renaissance
- b. What is Beauty?

\*Analysis and literacy exercise

## **4. Canon and Transgression**

- a. *Fin de siècle : expression and conventions*
- b. *Avant-garde*: painting, film, and fashion

\*Case study. MoMA

## **5. Appropriation**

- a. The ready-made
- b. Cultural Appropriation

\*Case study: Social Media

## **6. Photography**

- a. Photojournalism: information and aesthetics
- b. Representation and overrepresentation

\* Text seminar: Susan Sontag, On Photography



Universidad  
de Navarra

## 7. The Limits of Art

- a. FLUXUS and Conceptual Art
- b. Borderline Art (High and Low)

\*Happening

## 8. Final Remarks

# EDUCATIONAL ACTIVITIES

### 1. In-person Classes: 60 hours

Theoretical Lectures: 50 hours

Practical Sessions\*: 8 hours

Final exam: 2 hours

\* We will split the group in two

### 2. Students' Workload:

Essays and Assignments 45 hours

Personal Study of Materials 45 hours

### 3. Other activities (non mandatory): Cultural trip

**TOTAL: 150 hours**

# ASSESSMENT

## MAY SESSION

**Final Exam: 70%**

**Final project and assignments\*: 20%**

**In-class participation: 10%**

You may earn up to 1 extra point in the final grade if you answer correctly to a question about *The Story of Art*, by E. H. Gombrich in the final exam. Reading this book is mandatory for this course.

\*Students who are late without a justified cause will not be allowed to enter the classroom.

\*In case of missing an assignment due to an absence it is necessary to justify the reason why in order to get your assignment graded.

**Recurring students** may opt for a 100% final exam evaluation



Universidad  
de Navarra

JUNE

Exam 100%

## OFFICE HOURS

Dra. Lourdes Esqueda Verano ([lesqueda@unav.es](mailto:lesqueda@unav.es))

- Office 2571, Ismael Sánchez Bella Building (second floor)
- Friday 1:00-2:00pm (previous appointment via e-mail)

## BIBLIOGRAPHY

### Mandatory bibliography:

E.H. Gombrich, *The story of art*, Phaidon, London, 2011 [Find it in the library](#)

Other readings will be assigned to the students via hard-copy handouts or by posting materials on the course website (Aula Virtual ADI>Readings>Mandatory).

### Recommended bibliography:

Gillian Rose, *Visual Methodologies*, 2001.

William Fleming, *Art & Ideas*, 1980.

Richard Howells, *Visual Culture*, Polity Press, 2006

John Berger, *Ways of Seeing*, BBC & Penguin, 1987

Roger Fry, *Vision and Design*, Chatto & Windus, 1920. [Find it at Archive.org](#)

Jameson, F, *Postmodernism: Or, The Cultural Logic of Late Capitalism*, Verso London, 1991.

Gillian Rose. "The question of method: practice, reflexivity and critique in visual culture studies." In:

Heywood, Ian & Sandywell, Barry eds. *The Handbook of Visual Culture*. London: Berg, 2012, pp. 542–558.

### Recommended museum links:

[-Louvre \(Paris\)](#)

[-Rijksmuseum \(Amsterdam\)](#)

[-Tate Gallery \(London\)](#)

[-Thyssen Madrid](#)

[-Bayeler Basilea](#)

[-Prado Museum \(Madrid\)](#)

[-Centre Pompidou \(Paris\)](#)



Universidad  
de Navarra

[-George Kolbe Museum \(Berlin\)](#)

[-Fondation Henri Cartier-Bresson \(Paris\)](#)

[-Donation Henri Lartigue \(París\)](#)

[-Juan March Foundation \(Madrid\)](#)

[-De Menill Collection \(Houston\)](#)

[-MOMA \(New York\)](#)

[-Guggenheim curated "obras maestras" \(Bilbao\)](#)

[-Hermitage Museum](#)

#### **Other resources:**

To understand Aby Warburg's Atlas Mnemosyne: <https://storymaps.arcgis.com/stories/b5158e097d9c48b3bc15b844a33ae355>

Hokusai: one of the Masters of Ukiyo-e: <https://storymaps.arcgis.com/stories/82d10f48016346d78dcc38b5cdcd1d23>

A lesson on looking: [https://www.youtube.com/watch?v=\\_jHmjs2270A&t=291s](https://www.youtube.com/watch?v=_jHmjs2270A&t=291s)

On beauty: <https://www.youtube.com/watch?v=C9pg2j2oGy0&t=831s>

The Cultural Tutor: [https://twitter.com/culturaltutor?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/culturaltutor?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

The Art Assignment: <https://www.youtube.com/user/theartassignment>

One Hundred Years of Cinema: [https://www.youtube.com/channel/UCbM9iT\\_PqBCUOQdaREDAP3g](https://www.youtube.com/channel/UCbM9iT_PqBCUOQdaREDAP3g)

The Nerdwriter: <https://www.youtube.com/channel/UCJkMIOu7faDgqh4PfzbpLdg>

Glossary of Art Terms (MoMA): [https://www.moma.org/learn/moma\\_learning/glossary](https://www.moma.org/learn/moma_learning/glossary)

Cesare Ripa, Iconologie où la science des emblèmes, devises, &c. qui apprend à les expliquer dessiner et inventer : ouvrage très utile aux orateurs, poètes, peintres: <https://objects.library.uu.nl/reader/index.php?obj=1874-197053&lan=en#page//10/75/63/10756398002341449595643700435858711788.jpg/mode/1up>

Google Art Project: <https://www.google.com/culturalinstitute/beta/u/0/?hl=es>

Khan Academy: <https://www.khanacademy.org/humanities/art-history-basics/beginners-art-history/a/cave-painting-contemporary-art-and-everything-in-between>

The Art Story: <http://www.theartstory.org/>

[The Cultural tutor on art moments](#)