



Faculties of Humanities and Theology

## **HAVIC, Master's Programme in Visual Culture, 120 credits** *Masterprogram i Visual Culture, 120 högskolepoäng*

**Second cycle degree programme requiring previous university study / Program  
med akademiska förkunskapskrav och med slutlig examen på avancerad nivå**

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### **Decision**

The programme syllabus is established by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology 02-03-2018 and most recently amended 07-11-2022 (U 2022/741). The amended syllabus is valid from 01-09-2023, autumn semester 2023.

### **Programme description**

The aim of the programme is to provide students with theoretically specialised knowledge of and insight into the importance of visual culture to the processes of communication found in modern society, and to examine this from critical and intermedial perspectives. The latter also includes audio and music elements. A further aim of the programme is to highlight and analyse the role of visual communication – both in its artistic and commercial mass-media form – in representing major existential issues, at the same time as giving critical attention to both the artistic and the commercial aspects. The programme focuses on visual representations which are associated with both high and popular culture (as well as the analysis and discussion of such distinctions) including both moving images, such as film, video and television, and still images, sculpture and design (for example, documentary, news, artistic, propaganda, scientific, and entertainment images, advertisements, design objects and architecture). An elective course is also offered which specifically deals with the environment and representations of nature. The programme contributes to an increase in general knowledge in that it broadens the field of understanding for both the individual student and society at large by offering a deeper insight into the genres and cultural forms derived from images, visualisation and sight. The compulsory components as well as individual specialisations of the Visual Culture programme constitute a combination of the subjects of Art History and Visual Studies on one

hand and Film Studies, Musicology, Design and Architecture on the other.

## Goals

For a degree of Master of Arts (120 credits) students shall

### Knowledge and understanding

- demonstrate highly specialised and broad knowledge concerning visual culture in a broad sense,
- demonstrate knowledge of and insight into the whole field of visual culture, including both broad knowledge of the field and specialised knowledge in certain areas of the field, as well as good insight into current research and development work,
- demonstrate specialised methodological knowledge and have an empirical, theoretical and methodological command of the subject appropriate to a degree of Master,

### Competence and skills

- be able to interrogate, formulate and apply relevant issues concerning visual objects, i.e. various kinds of images, works of art, design objects, architecture and moving images such as film and television,
- be able to independently develop and apply ideas relating to visual analysis in a research context,
- be able to interrogate various trends within the area of visual culture and related areas,
- be able to independently monitor the development of knowledge within the discipline of visual culture and be knowledgeable about scholarly communication,
- be able to critically, independently and creatively identify and formulate issues concerning visibility and phenomena of visual media and so contribute to the formation of knowledge,
- be able to analyse and assess complex phenomena within the main field of visual culture, even with limited information,
- be able to complete work within predetermined time frames,
- demonstrate a good ability in speech and writing to report clearly and discuss their conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, both with and without knowledge within the main field of visual culture,
- be able to integrate, contextualise and apply knowledge within a broadened visual subject area and deal with complex phenomena and formulate assessments within visual culture, in both academic and non-academic contexts, both nationally and internationally,

### Judgement and approach

- be able to understand and explain which issues within the theory of science are specific to the humanities, especially concerning the theories and methods of visual studies,
- be able to communicate their knowledge and participate with critical dimensions

- in the public discussion concerning issues of arts policy
- demonstrate a good ability to identify the personal need for further knowledge and take responsibility for their ongoing learning
- demonstrate methodological skills, an increased ability to work independently and the ability to make assessments regarding relevant disciplinary, societal and ethical aspects of visual culture
- be able to discuss and take a position on the possibilities and limitations of the cultural sciences, their role in society and the responsibility of the individual for how they are used
- be able to discuss the role of research in society.

## Course information

### Compulsory courses

- Visual Culture: Theory and Methodology (Visuell kultur: teori och metodologi), 15 credits
- Visual Culture: Histories of Modern Visuality (Visuell kultur: Den moderna visualitetens historier), 15 credits
- Visual Culture: Body and Image (Visuell kultur: Kropp och bild), 15 credits
- Visual Culture: Master's Thesis (Visual Culture: Examensarbete), 30 credits

### Elective courses

- Methodology in Visual Culture Studies and Aesthetic Disciplines (Metodologi i visuella kulturstudier och de estetiska disciplinerna), 15 credits
- Visual Culture: Environment and Nature (Visuell kultur: Miljö och natur), 15 credits
- Visual Culture: Representation of Violence in the Visual Arts and Media (Våldsskildring i visuella konstarter och medier), 15 credits

## Schematic layout of the programme

### Semester 1

Visual Culture: Theory and Methodology (Visuell kultur: teori och metodologi), 15 credits

Visual Culture: Histories of Modern Visuality (Visuell kultur: Den moderna visualitetens historier), 15 credits

### Semester 2

Individual choice of a first- or second-cycle course worth 30 credits and taught in English. The following elective courses are offered within the programme:

Visual Culture: Environment and Nature (Visuell kultur: Miljö och natur), 15 credits

Visual Culture: Representation of Violence in the Visual Arts and Media (Visuell kultur: Våldsskildring i visuella konstarter och medier), 15 credits

### Semester 3

Visual Culture, Body and Image (Visuell kultur: Kropp och bild), 15 credits

Individual choice of a first- or second-cycle course worth 15 credits and taught in

English. The following elective course is offered within the programme:

Methodology in Visual Culture Studies and Aesthetic Disciplines (Metodologi i visuella kulturstudier och de estetiska disciplinerna), 15 credits

#### **Semester 4**

Visual Culture: Master's Thesis, (Visual Culture: Examensarbete), 30 credits

The degree project is to be discussed and defended at a joint seminar. The project is assessed by an external examiner in conjunction with the seminar. A critical review in both speech and writing of another second-cycle degree project is a degree requirement.

### **Degree**

Degree titles

Degree of Master of Arts (120 credits)

Major: Visual Culture

*Filosofie masterexamen*

*Huvudområde: Visual Culture*

### **Requirements and Selection method**

#### **Requirements**

To be admitted to the programme, students must have a Bachelor's degree in Art History and Visual Studies, Film Studies, Musicology, Design Sciences, Architecture, or the equivalent.

Courses on the programme are taught in English. Students from Nordic or English-speaking countries are automatically considered to satisfy the requirement of proficiency in English. Other students must show proof of proficiency in English in one of the following ways:

IELTS total score of at least 6.5 (not below 5.5 in each section) obtained in the last 8 years;

Cambridge/Oxford Certificate in Advanced English; or Certificate of Proficiency

TOEFL score of at least 575 (or 90 iBT)

Students who have successfully completed KOVM10 can apply for admission to the later stage of the programme, i. e, semesters 3 and 4.

For pedagogical reasons a balanced group of Swedish and international students is aimed for in the selection of applicants.

#### **Selection method**

Based on academic qualifications and a letter of intent.

### **Transition rules**

The programme syllabus is valid from the autumn semester of 2023. The course details concerning the third semester are also valid for students admitted to the programme in 2022.

**Other information**

Language of instruction: English.

The programme is offered every fourth semester starting from the autumn semester of 2014.