



*24HRS in Photos, Erik Kessels. 2013*

## **WEEK 1 – MODULE INTRODUCTION**

**VISUAL STUDIES 1**

# **WEEK 1 – MODULE INTRODUCTION**

## **VISUAL STUDIES 1**

### **AIMS**

- Δ Understand the module content, purpose, scheme of work, submission and resources.
- Δ Get to know your lecturers and each other.
- Δ Begin analysing photography at degree level.

### **OUTCOME**

By the end of the session, you should know all about Visual Studies 1 and be more confident in discussing photography.

# MODULE INTRODUCTION

Visual Studies 1 will explore the **make-up and meaning** of photographs. You'll learn to see the **content** of photographs, discuss how this is **composed** and consider how this constructs **meaning**.

This is **interpretation** rather than fact.

**What's in this photo? How is it composed?  
What might this photo mean, be about or  
be intended to make us feel?**



*Mirror Ball, Anne Collier. 2004*

# PURPOSE

## VISUAL STUDIES 1

Through a broad range of examples from throughout photographic history, you will develop an understanding and **vocabulary** with which to **decipher** and **discuss imagery** for yourself, from your own and others' viewpoint.

**How would you describe this photograph?**



*Robin and Jessie (at 12), Sally Mann. 1983-1985*

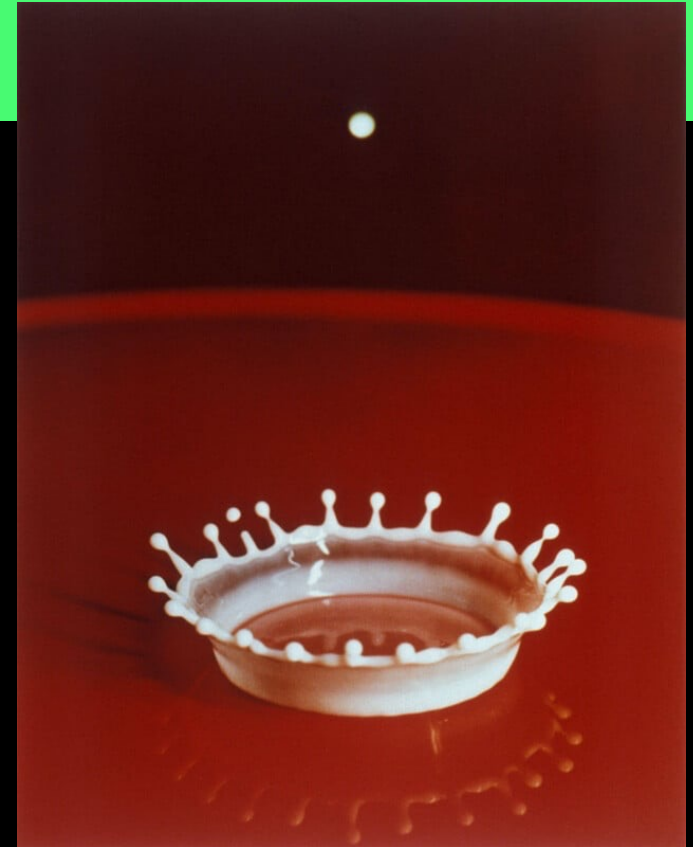
## SESSIONS

This will be taught through a range of lectures, workshops, gallery visits, and seminars. In these, you will be expected to think, discuss, take notes and learn!



*Child with Toy Hand Grenade in Central Park N.Y.C., Diane Arbus. 1962*

## VISUAL STUDIES 1



*Milk Drop Coronet, Harold Edgerton. 1957*

**With the person sat next to you, discuss which you think is the better photograph.**

# RESEARCH

## VISUAL STUDIES 1



*Ffolly*, Rut Blees Luxemburg. 2003

You will also learn to **research** photographs when you study them. **Not a biography** of the photographer; **information** about the **image**, the **project** or the photographer's **intentions**.

### 5 minutes Research into Ffolly:

Long exposure of the city at night... (technique)

Made with 5x4 camera... (technique)

"requires slowness & concentration" (Higgins, 2013)... (ethos)

From a series commissioned in Swansea... (location, history)

Higgins, J. (2013) *Why it does not have to be in focus: modern photography explained*. London: Thames & Hudson.

**How does this research change our understanding of this photograph?**

# SUBMISSION

## VISUAL STUDIES 1



24hrs in Photos, 2013. Erik Kessels (Installation View)

Visual Studies 1 is intended to broaden your visual experience and knowledge through sustained analysis of your own and

Weekly sessions will include lectures, discussion, seminars, practical activity, and group work which will unlock new ways of seeing media. Each week you will complete an entry in the Digital Workbook to be handed in at the end of the semester.

### Module Content

During this module, you will complete a digital workbook which will include weekly tasks and two written tasks which demonstrate your understanding of the module content. Task 1 – Artwork study – A comprehensive analysis of relevant artwork/s incorporating own visual interpretation and comparison. Task 2 – Exhibition review – A short review of a visited exhibition incorporating a researched style. Referenced quotation of



Visual Studies 1 Assignment & Submission



Visual Studies 1 resubmission



Assignment Brief - Visual Studies 1 DOCX



Digital Workbook 1 - Artwork Study PPTX

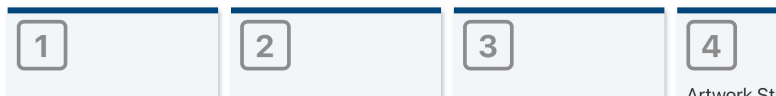


Visual Studies - Submission Checklist PDF

You will work in a Digital Workbook each week, completing the tasks on each slide. Notes from the sessions will help greatly.

The weekly work will give you the skills to complete the two assessed tasks - The Artwork Study and The Exhibition Review.

You must complete all slides in the Digital Workbook and upload it to Moodle by the submission date.

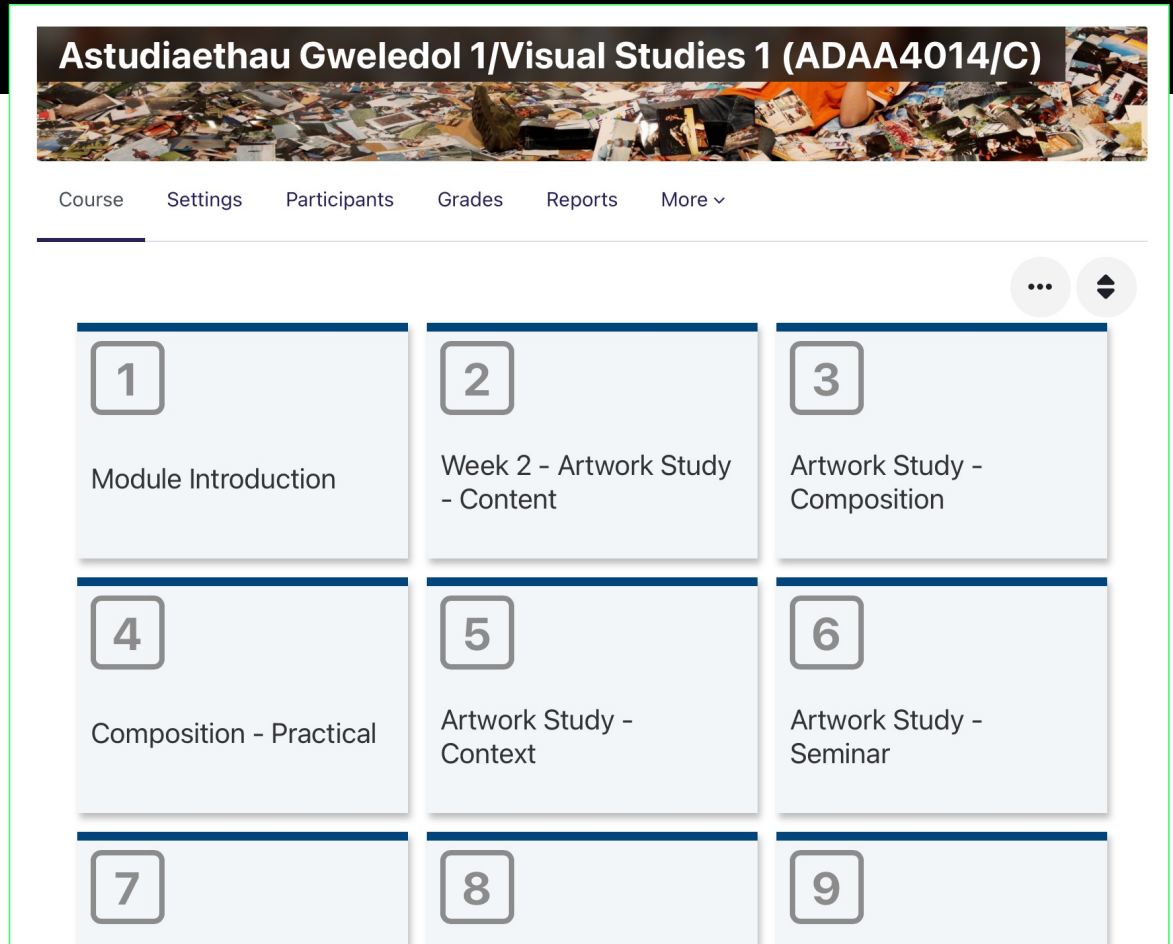


# MOODLE

## VISUAL STUDIES 1

Moodle contains all the module information and timetabling for sessions, visits, seminars etc.

Please log onto Moodle and explore the module, download your Digital Workbook and begin study.



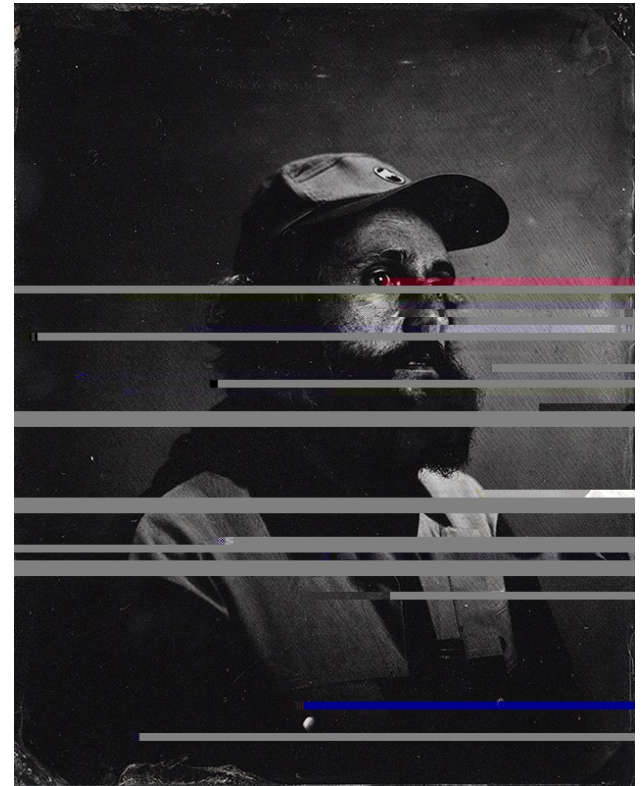
The screenshot displays the Moodle course interface for 'Astudiaethau Gweledol 1/Visual Studies 1 (ADAA4014/C)'. The header features a banner image of a collage and a navigation menu with links: Course, Settings, Participants, Grades, Reports, and More. Below the menu, a grid of nine numbered tiles represents the course structure:

|                              |                                       |                                  |
|------------------------------|---------------------------------------|----------------------------------|
| 1<br>Module Introduction     | 2<br>Week 2 - Artwork Study - Content | 3<br>Artwork Study - Composition |
| 4<br>Composition - Practical | 5<br>Artwork Study - Context          | 6<br>Artwork Study - Seminar     |
| 7                            | 8                                     | 9                                |

# LECTURER INTRODUCTION

# VISUAL STUDIES 1

Introduction to  
practice by Joe  
and Lucy.



# DESCRIBING PHOTOGRAPHY ADJECTIVES

## VISUAL STUDIES 1

### Emotional Impact

**Poignant** – Evokes a strong sense of emotion, often nostalgia or sadness.

**Haunting** – Stays with the viewer, often due to its mysterious or unsettling quality.

**Intimate** – Creates a sense of closeness or personal connection.

**Resonant** – Feels deeply meaningful or relatable to the viewer.

**Raw** – Appears unfiltered or honest, often emotionally intense.

**Melancholic** – Expresses a gentle sadness or sorrow.

**Tender** – Softly emotional, often gentle or affectionate in tone.

**Sombre** – Serious or solemn, sometimes with a sense of gravity or loss.

### Visual Impact

**Powerful** – Conveys intense meaning or evokes a strong response.

**Captivating** – Draws the viewer's attention and holds it.

**Dynamic** – Full of movement, energy, or lively contrasts.

**Striking** – Stands out immediately due to strong contrast or bold elements.

**Majestic** – Commands respect or awe, often due to scale or grandeur.

**Stark** – Minimalist or bare, often creating a bold impression.

**Vibrant** – Full of bright, intense colours or energy.

**Radiant** – Glows or shines, often suggesting beauty or purity.

# DESCRIBING PHOTOGRAPHY ADJECTIVES

## VISUAL STUDIES 1

### Intellectual Engagement

**Evocative** – Brings vivid memories, feelings, or ideas to mind.

**Intriguing** – Sparks curiosity or invites further thought.

**Thought-provoking** – Encourages deeper reflection or questioning.

**Symbolic** – Holds deeper meaning, representing ideas or concepts.

**Subtle** – Uses soft cues or understated elements to convey meaning.

**Ambiguous** – Open to multiple interpretations, encouraging varied perspectives.

**Paradoxical** – Contains contrasting or seemingly contradictory elements, prompting analysis.

**Complex** – Rich in layers or meaning, often requiring deeper engagement to understand fully.

### Atmosphere and Mood

**Impactful** – Leaves a lasting impression due to its strength or clarity.

**Atmospheric** – Evokes a particular mood or ambiance strongly.

**Visceral** – Elicits a gut reaction, often physical or immediate.

**Tense** – Conveys a feeling of tension or suspense.

**Eerie** – Unsettling or mysterious, with a sense of the uncanny.

**Serene** – Calm, peaceful, or soothing in effect.

**Mystical** – Suggests the supernatural or an otherworldly presence.

**Foreboding** – Implies a sense of something ominous or threatening.

# DESCRIBING PHOTOGRAPHY ADJECTIVES

## VISUAL STUDIES 1

Using one word from each of the categories of adjectives in the previous 2 slides, describe this photograph.

Can you explain why?

Think about the content,  
composition, camera technique,  
meaning.

*Buzkashi, Todd Antony. 2025*  
*Read more on Lensculture*



# **WEEK 1 – RECAP**

## **MODULE INTRODUCTION**

### **VISUAL STUDIES 1**

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#### **OUTCOME**

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## WEEK 1 – WORK!

## VISUAL STUDIES 1

### TASKS

- ▲ Log onto Moodle – “[Astudiaethau Gweledol 1/Visual Studies 1 \(ADAA4014/C\)](#)” –
  - ▲ Explore the documents, assignment and resources.
- ▲ Download the Digital Workbook.
- ▲ Complete Week 1 work in it.

### NEXT WEEK

Next week, we will look at the content of imagery, looking more closely and some important reasons to study images.