

Optional Workshop:

The visual university: an exploration into ways of seeing

Proposed by Nina Liebenberg

Duration: 30 March – 2 April (full days 09.00 – 16.00, includes lectures and practical sessions)

Overview

Our lives are dominated by images and by visual technologies that allow for the local and global circulation of ideas, information, and politics. This workshop will examine how we see paintings, prints, photographs, film, television, advertisements, the news, the Internet, digital media, and visualisation techniques in medicine and science. Interdisciplinary bridges between art history, film, media, and cultural studies will investigate how images carry meaning within and between different cultural arenas in everyday life, from art and commerce to science and the law – in relation to a wide spectrum of cultural and representational issues (desire, power, the gaze and ethnicity) and methodologies (semiotics, Marxism, psychoanalysis, feminism, and postcolonial theory).

Combining theory and practice, students will attend morning sessions by a variety of specialists on sight, and attend practical sessions in the afternoon exploring the rich visual depository of objects and images in the university: astronomical images across the electromagnetic spectrum allowing the study of galactic phenomena not possible by other means; the diagnosis of disease dependent on X-ray images, CAT scans and mammograms; the magnified images of grains of rock aiding the construction of reliable mathematical models; various forms of mapping which are central to picturing both vast areas of land and revealing its history; and visual rhetoric as a growing field of criminal law.

These practical sessions will culminate in a small exhibition held at the start of the second term in the Ritchie Gallery, and curated by the students.

30 March Monday	9.00 – 10.00 <i>Practices of looking: Historical and contemporary theories</i> Nina Liebenberg 10.30 – 11.30 <i>Mapping memory: the digital visual archive</i> Josh Ginsburg	Lunch 12 - 1	1.30 – 2.30 <i>Slantways</i> Joanne Bloch talk about her curatorial/artistic practice (TBC) 3.00 – 4.00 Intro: Practical session (Working towards exhibition - <i>Title TBA</i>)
31 March Tuesday	9.00 – 10.00 <i>The psychology of seeing</i> Dr Ross Balchin,	Lunch 12 - 1	1.30 - 3 <i>Darwin on Shuffle:</i>

	Neuropsychologist 10.30 – 12.00 Practical session (Working towards exhibition - <i>Title TBA</i>)		<i>Visual Re- Ordering in the South African Museum</i> Dr Fritha Langerman on her curatorial practice
1 April Wednesday	9.00 – 10.00 <i>Reproduction and visual technologies</i> Ryna Cilliers, Visual Literacy lecturer 11.00 – 12.00 <i>Is your red my green?</i> Various specialists to conduct a painting analysis	Lunch 12 - 1	1.30 – 4 Body language session
2 April Thursday	9.00 – 12.30 Zoological experience: on animals and colour Practical session (Working towards exhibition - <i>Title TBA</i>)	Lunch 12 – 1	1.30 – 2.30 Film Screening of Derek Jarman's <i>Blue</i>

Readings:

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- Curiger, B. & Forster, K.W. 2006. *The expanded eye: stalking the unseen*. Germany: Hatje Cantz Verlag.
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- Elkins, James. 1996. *The object stares back: on the nature of seeing*. San Diego; New York; London: A Harvest Book.
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- Elkins, James (ed). 2011. *What is an image?* Pennsylvania: The Pennsylvania University Press.
- Gierstberg, F. & Oosterbaan, W. (eds). 2002. *The image society: essays on visual culture*. Rotterdam: NAI Publishers
- Leppert, Richard. 1996. *Art and the committed eye: the cultural functions of imagery*. United States of America: Westview Press.
- Packer, R. & Jordan K. (eds). 2011. *Multimedia: from wagner to virtual reality*. New York;

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Parry, Ross. 2007. *Recoding the museum: digital heritage and the technologies of change*. London; New York: Routledge.

Stafford, B.M; Terpak, F. 2001. *Devices of wonder: from the world in a box to images on a screen*. Los Angeles: Getty Research Institute. (as cited in G.K. Chesterton, "The Toy Theatre," 1917)

Sturken, M. & Cartwright, L. 2009. *Practices of looking: an introduction to visual culture*. New York: Oxford University Press.

Walker, J. A. & Chaplin, S. 1997. *Visual culture: an introduction*. Manchester; New York: Manchester University Press.