IDENTITY: SELF, VISUAL CULTURE, CURRICULUM
Who are we? What makes us who we are? Who do we want to be? How do we construct ourselves?
Those involved in visual culture merge the study of popular and "low" cultural forms, media and communications, and the study of "high" cultural forms, fine art, design, and architecture. They acknowledge the reality of living in a world of cross-mediation.
Focus on the visual as a place where meanings are created and contested.

From structured, formal settings to everyday life.

Practices are examined for how they socially construct vision.

Visual representations are examined for the ways in which they circulate knowledge and their ability to construct the social.
VISUAL LITERACY
- Understanding and appreciating artworks
- An end result of the artist’s social activity
- Focus is on the visual qualities of artworks
- Vision is sensory
- What does this object mean?
- Authoritative
- Transforming minds
- Becoming cultured

VISUAL CULTURE
- Understanding how artwork artifacts function socially
- A beginning for social activity
- Focus is on social practices
- Vision is socially produced
- How is this object meaningful?
- Shared authority
- Transforming lives
- Culture as a signifying system
With the Conservatives, there are no black and white groups of people.
Conservatives believe that treating minorities as equals encourages the majority to treat them equally.
Yet the Labour Party aims at nothing more than Special case, a group all on your own.
Is setting you apart from the rest of society a sensible way to overcome racial prejudice and social inequality?

The question is, does Labour really desire the British people instead of uniting them?

Moreover, are you to believe?

When Labour was in government, they promised to repeal the Immigration Acts passed in 1962 and 1971. Both promises were broken. This time, they are promising to throw out the British Nationality Act, which gives full and equal citizenship to everyone permanently settled in Britain.

But how do the Conservatives' promises compare?

We said that we'd abolish the SNI laws.
We kept our promise.
We promised more police, and we recruited more police. We've got the police back into the community, and trained them for a better understanding of your needs.

We kept our promise.

Putting the economy back on its feet.

The Conservatives believe that everyone wants to work hard and be rewarded for it. These rewards will only come about by creating a mood of equal opportunity for everyone in Britain, regardless of their race, creed or colour.

The difference you're voting for is this:
To the Labour Party, you're a black person.
To the Conservatives, you're a British citizen.

Vote Conservative, and you vote for a more equal, more prosperous Britain.

Inflation is now lower than it's been for over a decade, keeping all prices stable, with the price of food now hardly rising at all.
Meanwhile, many businesses throughout Britain are recovering, leading to thousands of new jobs.
Finally, in traditional industries, but just as importantly, in new technology areas such as microelectronics.

In other words, the medicine is working.
Yet Labour went out there for everything, and put us back to square one.
They intend to increase taxation. They intend to increase the National Debt.
They promise import and export controls.
Cost your mind back to the last Labour government. Labour's methods didn't work then.
They won't work now.

A better Britain for all of us.

LABOUR SAYS HE'S BLACK.
TORIES SAY HE'S BRITISH.
VISUAL CULTURE SHOULD NOT BE THOUGHT OF AS A THING BUT A PROCESS.

IMAGES DO SOMETHING! IMAGES MAKE VISUAL SOCIAL DIFFERENCES. IMAGES ARE LOOKED AT! IMAGES ARE EMBEDDED IN A WIDER CULTURE.
Images do something!
1. To learn to notice unexpected meanings through disruption and repositioning
   a. privileged/marginalized

I am a revolutionary artist.
What does this work say about me?
I am a woman.
What this work says about me?
TO JUXTAPOSE

using strategic interventions that confront differences in representation.

a. Considering our relationship to the ways in which we perceive and confront difference
b. masking/unmasking
Images Are Looked At

Who is looking?
What is their viewpoint?
What determines viewpoint?
Visual Culture Suggestions

Take images seriously

Think about the social conditions and effects of visual objects

Consider your own ways of looking at images
ENTITY & CURRICULUM

CONTRIBUTIONS APPROACH
ADDITIVE APPROACH
TRANSFORMATION APPROACH
SOCIAL ACTION APPROACH
Qualities become a lesser focus
Emphasize social practices
Share authority
Negotiate assessment
Emphasize the transformative—changing lives versus changing minds.
All material created by Dr. Rina Kundu