

ΠΕΡΙΓΡΑΜΜΑ ΜΑΘΗΜΑΤΟΣ (Course Syllabus)

1. General

School	School of Humanities and Social Sciences		
Department	Department of Culture, Creative Media and Industries		
Study Level	Undergraduate		
Course code	ΥΠ 121	Semester	1, 3
Course Title			
Autonomous Teaching Activities		Weekly Teaching Hours	Credits
Lectures and Tutorials		3	5
Course Type <i>Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων</i>	General Background Course		
Prerequisites:	None		
Course teaching and evaluation language:	Greek		
The course is offered to Erasmus incoming students	No		
Course Page (URL)			

2. Learning Outcomes

Learning Outcomes

Describe the learning outcomes of the course, the specific knowledge, skills and abilities students will acquire upon successful completion of the course of the appropriate level.

Upon successful completion of the course students will be able to:

Describe and analyze works of art using the appropriate terminology of art history and visual studies.
Interpret works of art in relation to the social, political, religious, and cultural contexts of their production.
Understand the role of images in the formation of collective identities, ideologies, and social representations.
Compare different visual regimes and modes of viewing across historical periods.

General Skills

Taking into account the general competencies that the graduate must have acquired (as listed in the Diploma Supplement and listed below), which one (s) does the course aim for?

Research, analyze and synthesize data and information, using the necessary technologies
Adaptation to new situations
Decision making
Independent work
Teamwork
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas
Project design and management
Respect for diversity and multiculturalism
Respect for the natural environment
Demonstrate social, professional and ethical responsibility and gender sensitivity
Exercising criticism and self-criticism
Promoting free, creative and inductive thinking

The course aims at cultivating the following skills:

Independent work
Teamwork
Retrieval, analysis, and synthesis of data and information
Critical and self-critical reflection
Promotion of free, creative, and inductive thinking
Demonstration of social, professional, and ethical responsibility and sensitivity to gender-related issues

3. Course Content

The course introduces students to the history of art from antiquity to the contemporary period through visual literacy practices. Its fundamental premise is that images are not merely aesthetic objects but also carriers of social values, ideologies, forms of power, religious beliefs, and cultural identities.

Students become familiar with methods of observing, describing, and interpreting images through the study of painting, sculpture, architecture, photography, cinema, and digital media. At the same time, they explore the relationship between form and content, as well as how images both construct and reflect social realities.

The course combines visual observation and analysis with social, historical, and cultural interpretation, contributing to the development of critical thinking and skills for reading contemporary visual culture in relation to historical contexts.

The topics covered in the course include:

1. Introduction to Visual Literacy (What is an image? The image as a cultural document, Description, analysis, and interpretation of images, Semiotic and contextual approaches)
2. Photographs and Portraits: The Construction of Identity (Representing the self and the other, From painted portraiture to photography and the selfie, Social class, gender, and power in portraiture, Memory, public image, and political portraiture)
3. Iconography and Iconology: How Do We Read Images? (Symbols, allegories, and cultural codes, Iconography and iconology, Mythological, religious, and political imagery, The historical transformation of symbols)
4. The Sacred and the Supernatural (Religious images and rituals, Iconoclasm, Visualizing the invisible and the divine)
5. Power and Protest (Images as instruments of political legitimation, Monuments, statues, and state propaganda, Revolutions and political satire, Art as social and political critique)
6. Material Culture and Everyday Life (Objects as carriers of social values, Housing, clothing, and consumption, Relationships between people and things, Design, industrial production, and aesthetics)
7. Representations of Society (Family, childhood, work, and social life, Urban and rural worlds, Representations of poverty and wealth, The body as a social field)
8. Stereotypes of the Other (Representations of national, religious, and cultural differences, Colonialism and exoticism, Gendered and racial representations, Orientalism and postcolonial critique)
9. Visual Narratives (How do images tell stories?, From murals and manuscripts to comics and cinema, Sequences of images, time, and narration, Storytelling in the digital age)
10. The Image in the Public Sphere (Advertising and visual communication, Mass media and public opinion, Social media as sites of image production, Misinformation, deepfakes, and visual literacy)

11. Museums, Collections, and Cultural Memory (How are images selected and displayed? Museums and national narratives, The politics of cultural heritage, Decolonizing museums and new curatorial practices)

12. Survey of Art History (Major historical periods, Artistic styles and movements, The canon of art history and its critiques)

13. Visual Analysis Workshop (Comparative analysis of images from different periods, Integrating formal, historical, and social interpretation, Applications of visual literacy to contemporary media)

4. Instructive and Learning Methods - Evaluation

Delivery Method.	Delivered by physical presence	
Use of IT's in teaching and communication with students	• PowerPoint presentations • Video screenings • MS Office • MS Teams • e-Class platform • Online databases • Electronic communication with students	
Teaching Structure <i>The methods of teaching are described in detail</i> <i>The student study hours for each learning activity are recorded as well as the non-instructional study hours so that the overall workload at semester level corresponds to ECTS standards.</i>	Methods	Semester Work Load
	Lectures	26
	Group exercises in class	13
	Individual assignments	23
	Group assignments	23
	Independent study and bibliography analysis	40
	Course Total	
	(25 Hrs. Work Load per Credit Unit)	125
Student Evaluation <i>Description of the evaluation procedure</i>	Formative Assessment 1. Self-assessment multiple-choice quizzes. 2. Oral group presentations.	
	Summative Assessment 1. Midterm essays and multiple-choice test: 30% of the final grade. 2. Final written examination (short essay questions and multiple-choice questions): 70% of the final grade. Assessment criteria are explicitly presented during the introductory lecture and are also available on the university's e-Class platform. <i>The evaluation criteria are explicitly mentioned during the first introductory lecture. They are also available, in the course description on the university's eclass asynchronous e-learning platform.</i>	

5. Recommended Readings

Advised Bibliography:

Burke, Peter. *Eyewitnessing: The Uses of Images as Historical Evidence*. Athens: Metaichmio, 2003 (Greek translation).

Berger, John. *Ways of Seeing*. Athens: Metaichmio, 2011 (Greek edition).
Gombrich, Ernst. *The Story of Art*. Athens: MIET, 1994 (Greek edition).
Daskalothanasis, Nikos. *Art History: The Western World from Prehistory to the Present Day*. Athens: Utopia, 2023.
Petridou, Vasiliki & Olga Zirou. *Arts and Architecture from the Renaissance to the 21st Century*. Athens: Kallipos, 2015.
Janson, H. W. & Anthony F. Janson. *History of Art: The Western Tradition*. Athens: Ion, 2011 (Greek edition).
Bell, Julian. *Mirror of the World: A New History of Art*. Athens: Metaichmio, 2009 (Greek edition).
Charalambidis, Alkis. *Twentieth-Century Art* (2nd revised edition). Thessaloniki: University Studio Press, 2018.

Journals: