

Visual Culture and Communication – Content and Visual Methods

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Abstract

Visual Communication is one of the first courses that students encounter at the Visual Art Teacher Training Program, Konstfack University College of Arts, Craft and Design in Stockholm, Sweden. Our proposed submission thus concerns Visual Culture and Communication. The aim of this presentation is to give a summary and demonstrate some examples of what theories, methods and visual examples that we have found relevant and put to use. The purpose is to give our perspectives on visual culture and communication. Throughout the course we, as teachers within the course, make an effort to consistently combine theory and practice. Our aim is that the following discussion can generate ideas about how a visual arts education that constantly evolves and meets the challenges of an ever changing contemporary world can take form. How can we work in a nuanced manner with norm criticism and power structures in visual culture? Can we discern productive visual methods?

Keywords

Visual culture, Visual communication, Visual methods.