



**LUND**  
UNIVERSITY

# Master's in Visual Culture

LUND UNIVERSITY | SWEDEN

- Master of Arts in Visual Culture
- 2 years, full-time, 120 ECTS credits
- Department of Arts and Cultural Sciences
- Lund Campus
- Application deadline: January 2025
- Programme start: August 2025

## PROGRAMME OVERVIEW

The international Master in Visual Culture is a two-year interdisciplinary programme focusing on understanding the vital importance of images and other visual expressions in past and present societies and cultures. In recognition of the complexity that images and pictures embody, we welcome students from different visual and aesthetical disciplines (Art History, Visual Anthropology, Design Studies, Film Studies, Musicology etc.) in order to create a broad programme that prepares students for research.

The Master's programme offers students a unique combination of theoretical frameworks and analytical methods pertaining to a wide range of visual phenomena in today's image-saturated society. Throughout the programme, students will learn to critically analyse and interpret a comprehensive flora of texts and images in order to question and discuss how visibility is shaped. Visibility here means the social construction of vision but also the visual construction of society. On the programme, visibility is studied from a critical and intermedial perspective. Aspects such as power, history, environment, social relations, gender and ethnicity are central.

Furthermore, the role of visual communication is analysed in art, science and in popular and mass media, when it comes to portraying and shaping the major issues of life and society. The programme covers a wide range of materials – design objects, architecture and urban environments; painting, photography and sculpture; film, video and television; social media – in various contexts, such as art, entertainment, the natural sciences and the political sector, in relation to topical issues like biomedicine, social justice, or climate change.

## Features of the programme and learning outcomes:

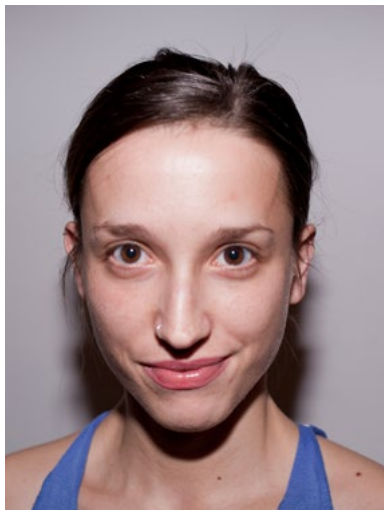
- Qualitative and quantitative methods used in image analysis and data collection
- An understanding of contemporary theories about vision, visibility and images in society
- An understanding of the historical dimension of visibility
- Research design and formulation of project proposals
- Knowledge and practical experience of fieldwork
- Knowledge and practical experience of writing different academic genres
- Extensive experience of peer reviewing fellow students' work, both verbally and in writing

## PROGRAMME MODULES/COURSES

**Courses and number of credits:** Semester 1: Visual Culture: Theory and Methodology (15), Histories of Modern Visuality (15). The courses in the first semester are compulsory. Semester 2: Environment and Nature (15), Representations of Violence in the Visual Arts and Media (15). The courses in the second semester are optional. The student may apply to other advanced courses. Semester 3: Methodology in Visual Culture Studies and Aesthetic Disciplines (15), Body and Image (15). Semester 4: Master's degree thesis project (30). The courses in the second year are compulsory.

## CAREER PROSPECTS

After completing the programme, you will be able to actively mediate your knowledge about visual culture, thereby satisfying society's need for critical analysis. Future career prospects include academic teaching and research as well as work within cultural administration and production, planning and shaping of public space, cultural journalism/ criticism, consultancy in the entertainment and experience industry, etc.



**“There is a kind of misunderstanding that visual culture is a version of art history. I have realised that it's not. It deals with a lot of technological and sociological issues. After the Master's, I have become more aware of the visual construction of our surroundings. I think Visual Culture is a programme for those who are interested in media, aesthetics, art history and representation. The Master's programme was a very good introduction to academic life.”**

Tina Bitouni from Greece



## ENTRY REQUIREMENTS AND HOW TO APPLY

### Entry requirements

A Bachelor's degree in one of the following disciplines is required: art history and visual studies, film studies, musicology, design studies, architecture, or the equivalent. English Level 6.

### How to apply

- 1. Apply online:** Go to [www.lunduniversity.lu.se/visual-culture](http://www.lunduniversity.lu.se/visual-culture). Click on "Apply" and follow the instructions for the online application at [www.universityadmissions.se](http://www.universityadmissions.se), the Swedish national application website. Rank the chosen programmes in order of preference.
- 2. Submit your supporting documents:** Check what documents you need to submit (i.e. official transcripts, degree diploma/proof of expected graduation, translations, proof of English, passport) and how you need to submit them at [www.universityadmissions.se](http://www.universityadmissions.se).
- **Programme-specific supporting documents:** When applying for the Master's in Visual Culture, you must submit a statement of purpose, of no more than 800 words, with your application, explaining your main interests within the field of visual culture, your main reasons for applying to the programme, your expected benefit from the programme and your future plans after completing the programme. You should

also submit a CV listing two academic and/or professional reference persons.

### 3. Pay the application fee (when applicable).

### Selection criteria/additional info

The final selection among applicants fulfilling the entry requirements is based on academic grades and the statement of purpose. Special attention will be paid to the statement of purpose.

### Tuition fees

Tuition fee SEK 125 000 per year for non-EU/EEA citizens. No fee for EU/EEA citizens See [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se) for details on tuition fees.

## ABOUT THE DEPARTMENT OF ARTS AND CULTURAL SCIENCES

The Department of Arts and Cultural Sciences is a strong humanities environment. Here, students and researchers are offered inspiring opportunities to combine a number of different subjects and cooperate across different disciplines. The department aims to contribute to dynamic theoretical and subject development within the field of cultural sciences through its research and broad selection of courses and programmes. An important part of the department's work is to promote humanities perspectives and the study of culture and all its various expressions and interpretations.

## CONTACT

Programme webpage:

[www.lunduniversity.lu.se/visual-culture](http://www.lunduniversity.lu.se/visual-culture)

Programme Coordinator:

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Lund University was founded in 1666 and is repeatedly ranked among the world's top universities. The University has around 47 000 students and 8 800 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

Learn more at [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se)



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