VISUAL CULTURE & COMMUNICATION FACULTY

Caylen Heckel, MA, PhD
Assistant Professor, Art History and Visual Culture

Kajri Jain, MA, PhD
Professor, Indian Visual Culture and Contemporary Art

Louis Kaplan, MA, PhD
Professor, History and Theory of Photography and New Media

John Paul Ricco, MA, PhD
Professor, Contemporary Art, Media Theory, and Criticism

Matthew Stoddard, PhD
Assisstant Professor, Cinema Studies, Visual Culture and Communication

Meghan Sutherland, MA, PhD
Associate Professor, Film/Media Philosophy, History of American TV & Popular Entertainment, Political Theory
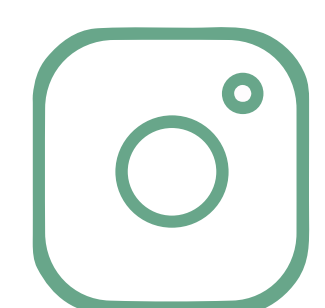
ACADEMIC COUNSELLING

Steph Sullivan
Undergraduate Counsellor
s.sullivan@utoronto.ca

CONTACT US

Department of Visual Studies
CCT Building 3034
University of Toronto Mississauga
3359 Mississauga Road
Mississauga ON L5L 1C6
(905) 569-4352

dvschair.utm@utoronto.ca

DVS SOCIAL MEDIA

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Department Of Visual Studies
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Department of Visual Studies

VISUAL CULTURE & COMMUNICATION

Take an active and informed role in shaping 21st-century visual culture by combining interdisciplinary academic study with hands-on work in digital media and communication.

Work with our internationally renowned faculty and earn a Specialist degree in Visual Culture and Communication.

Visual Studies
UNIVERSITY OF TORONTO
M I S S I S S A U G A

VISUAL CULTURE & COMMUNICATION PROGRAM

Visual Culture and Communication (VCC) is an interdisciplinary undergraduate curriculum that provides students with a foundation in both visual cultural and communication studies (history, theory and criticism) and digital communication practices.

Increasingly, global cultures are dominated by visual communication, from art to advertising, propaganda to social media, documentary photography to websites. People of all generations are active producers and consumers of visual culture. As digital technology expands, expertise in visual analysis, communication, and design becomes essential for meeting the challenges of global culture. The VCC program prepares you to contribute actively to 21st-century visual culture by bringing historical and theoretical study from multidisciplinary perspectives to bear on contemporary practice and debate.

Cover: Paris Subway Map, Valentina Guzman-Martinez, digital art, 2024

Left: United Nations, Henry Eveleigh, poster, 1947

UNITED NATIONS

VISUAL CULTURE & COMMUNICATION COURSES

VCC courses tend to focus on popular media like video games, graphic design and advertising along with theorizations of the visual (e.g., Monsters; Building the Suburbs; Body Hair) rather than on "art" as traditionally defined.

CAREER PATHS

Specialization in this program equips graduates with strong writing and analytical skills and a broad overview of issues associated with the production, dissemination, and consumption of media. It may lead to careers in such fields as: digital media production; curatorial work; media archiving and librarianship; advertising and marketing; administrative work in film, television or new media; and journalism. VCC students have entered graduate programs in such areas as Visual Culture Studies, Cultural Studies, Critical Theory, Media Studies, and Cinema Studies. In addition, training in digital media production may lead to further study and specialization in areas such as video game design, animation, web or graphic design.

SPECIAL PROGRAM FEATURES

Maclean's University Guidebook (2019) named VCC one of three Standout Programs at U of T. That's quite a shoutout, as U of T offers over 700 under-graduate programs! The program offers many social and experiential learning opportunities for you to become engaged with faculty and fellow students, including talks by visiting creatives, our annual alumni event, and local and international trips. The program has a capstone course, VCC400: Advanced Project, in which students complete an in-depth research paper or creative work on a critical contemporary issue. VCC students are also eligible to apply for the fourth-year Internship course in the Department of Visual Studies.

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