

Contents

Preface	vii
1. <i>What Is Visual Studies?</i>	1
2. <i>The Subjects of Visual Studies</i>	31
3. <i>Ten Ways to Make Visual Studies More Difficult</i>	63
4. <i>What Is Visual Literacy?</i>	125
Envoi	197
Notes	203
Sources and permissions	223
Index	227

Index

- Aarhus University, 12, 16
Abelam, 119
Aboriginal art, 148
Access Hollywood, 177
Adorno, Theodor, 45-47, 49, 54, 58, 61, 71-76, 107-8
Agalma, 16
Agora, 16
Alloway, Lawrence, 57
Alpers, Svetlana, 11, 33, 59
ambiguity, 112-13
Antal, Frederick, 121
anthropology, 2, 10, 18
antiquarianism, 102
Anton's syndrome, 92
Appadurai, Arjun, 23
architecture, 185-87
Aretino, Pietro, 156
Arnheim, Rudolf, 125
art, high and low, 45-62
art education, 8
art history, 21-25, 140-46
astronomy, 164
- Bakhtin, Mikhail, 32, 133
Bal, Mieke, 25, 33, 37
Barnard, Malcolm, 4
Barthes, Roland, 2, 11-12, 32-33, 105, 131, 139, 193
Bataille, Georges, 32
Batchelor, David, 120
Batchen, Geoffrey, 12
Baudrillard, Jean, 32, 105, 131
Bavuso, Francesca, 33
Baxandall, Michael, 2, 33, 37, 102
Beck, Harry, 180, 182
Belting, Hans, 18, 24 n. 40
Benetton, 53
Benjamin, Walter, 2, 32-33, 57, 94-102
Berger, John, 33, 121-23
Bernstein, Jay, 33, 47, 49-50
Bhabha, Homi, 33, 111-12, 114
Bild-Anthropologie, 18
Bild-Bildwahrnehmung-Bildverarbeitung, 18
biology, 168
blindsight, 92
Bois, Yve-Alain, 48
Bordowitz, Gregg, 200
Bordwell, David, 108
Botstein, Leon, 157
Bourdieu, Pierre, 50
Bratton, Chris, 200
Bredenkamp, Horst, 199
Brezsny, Rob, 75
Broch, Waldemar, 105
Bruno, Giordano, 105
Bryson, Norman, 4, 39
Buck-Morss, Susan, 32-33, 97, 100-1, 105
Burckhardt, Jakob, 104
Burgin, Victor, 4, 12, 51-52, 57
Butler, Judith, 33, 60
- Cacaxtla, 150-51
Cahun, Claude, 82
Canetti, Elias, 105
canons, 34-37, 139
Caravaggio, 152, 155
Carroll, Noël, 108
Cartwright, Lisa, 4-5, 17, 33, 131
Cavell, Stanley, 95
caves, 182
Centre for the Study of Social Sciences, Calcutta, 10
Chac-Xib-Chac, 150
Chaney, David, 130-31
Chapman University, 8
Chinese art, 152
City University of New York, 9
Cixous, Hélène, 33, 122
Clark conference, second, 20
Clark, T.J., 33
Columbia University, 8
Conley, Tom, 25, 33
connoisseurship, 104
Cornell University, 8
crabs, horseshoe, 89-90
Crary, Jonathan, 11, 27, 33, 129, 139
Crick, Francis, 88
Crimp, Douglas, 4, 33, 199-200
Crow, Thomas, 19, 33, 47-48, 59-60, 78
Culler, Jonathan, 33, 58-59
cultural studies, 1-2, 8
cultural turn, 5
Culture, Theory, and Critique, 14
- Damisch, Hubert, 105
Danto, Arthur, 57
Davis, Joe, 47
Davis, Whitney, 48
DeBolla, Peter, 87
Debord, Guy, 32-33
Debray, Régis, 11
Deleuze, Gilles, 32, 107-8
Derrida, Jacques, 114-16
design, 180-85
diagrams, 180-85

- Diana, Princess, 75, 82
 Didi-Huberman, Georges, 100, 105
 digital images, 177-79
 Dikovitskaya, Margarita, 4-5, 7
 Dimock, George, 33, 134
 dinoflagellates, 78
Domain of Images, 7, 84-85
 Drucker, Johanna, 56
 Duro, Paul, 5, 33
- Eakins, Thomas, 82
 Eastern Illinois University, 15
 Eckhart, Meister, 105
 El-Guindi, Fadwa, 25
 Engel, Jules, 48
Entertainment Tonight, 177
 Eskilson, Stephen, 15
 Euclid, 192
- Fanon, Frantz, 32
 Feld, Steven, 119
 film studies, 2, 8-9, 106-9
flâneur, 129-30
 Foster, Hal, 11, 33
 Foucault, Michel, 32-33, 94-102, 114
 Fourier transforms, 60
 Frankfort, Henri, 105
 Freud, Sigmund, 32
 Fried, Michael, 39, 120-21
 Friedberg, Anne, 5, 33
 frogs, 12
 Frueh, Johanna, 122-23
- Gage, John, 120
 Garland, Ken, 180
 Gaze, the, 38-39
 Gilbert-Rolfe, Jeremy, 33
Glossen, 15
Godzilla, 78
 Goethe, Johann Wolfgang von, 157
 Goldfarb, Brian, 33, 130
 Gombrich, E.H., 33, 100
 Gomery, Douglas, 107-8
 Gramsci, Antonio, 32
 graphic design, 133
 graphs, 84, 197
 Green, Vanalyne, 200
 Greenberg, Clement, 53
 Grigely, Joseph, 200
 Gunning, Tom, 33
- Habermas, Jürgen, 33
 Hall, Stuart, 1, 33
 Haraway, Donna, 32
 Harper, Douglas, 23
- Harvard Design School Guide to Shopping*,
 95, 185
 Hauser, Arnold, 121
 Heidegger, Martin, 38-39, 132
 Helguera, Pablo, 109
 Herbert, James, 5, 7, 33, 38, 84
 Heywood, Ian, 17
 Hickey, Dave, 122-23
 Hirsch, E.D., 137-38, 140, 159
 Hochschule für Gestaltung, Karlsruhe,
 10-11
 Hockney, David, 152-55
 Hodge, Bob, 28-29
 Hoggart, Richard, 1
 Hohl, Ludwig, 105
 Hollins University, 8
 Holly, Michael Ann, 4-5, 33, 37
 hooks, bell, 33
 horns, apical and antapical, 78
 horoscopes, 73, 75
 Hume, David, 105
 hybridity, 112-13
- infographics, 133
 interdisciplinarity, 25-30
Invisible Culture, 14
 Irigaray, Luce, 105
 Isé, Claudine, 11
- Jacobshagen, Keith, 78
 Jaina art, 38-39, 41
 Jameson, Fredric, 32, 50-52, 57-58, 97, 99
 Jay, Martin, 11, 32-33, 39, 99, 130, 132-33
 Jawaharlal Nehru University, Delhi, 9
 Jenks, Chris, 4, 106
 Jensen, Niels Marup, 11
 John of Damascus, St., 105
 Johnson, Richard, 30
 Joselit, David, 33
 journalism, 2
Journal of Visual Culture, 14
 journals, 14-17
 Juana Inés de la Cruz, Sor, 105
- Kabul, 189
 Kaufmann, Thomas DaCosta, 33
 Kerr, Heather, 28
 Khunrath, Heinrich, 134
 King, Rodney, 75
 Klein, Calvin, 66-71
 knowledge, asterisked, 138
 Kostof, Spiro, 185
Kritische Berichte, 15
 Kundera, Milan, 75
 Krauss, Rosalind, 18, 71, 97, 123

- Lacan, Jacques, 32–33, 39, 132
 Latin America, 10, 42
 Latour, Bruno, 197
 Lavin, Maud, 180, 200
 Lefebvre, Henri, 185
 Leibniz, Gottfried Wilhelm von, 105
 Levinas, Emmanuel, 32
 Lévi-Strauss, Claude, 123
 Lichtenstein, Jacqueline, 120
 lists, 137–39
 Loescher, Robert, 31
 London Underground, 180, 182
 Losche, Diana, 119
 Lucretius, 105
 Lund University, 9
- MacGregor, William, 33
 Mandelbrot set, 166
 Manet, Edouard, 84, 85, 155–56
 Manovich, Lev, 11
 maps, 84, 86, 180–85
 March, Robert, 126
 Marks, Laura, 33, 136
 Marr, David, 88
 Marx, Karl, 32, 66–69
 Masaccio, 173
 Masheck, Joseph, 33
 Massey, Lyle, 33
 materials science, 168
 mathematical notation, 84
 Maxwell, Anne, 28
 Mayan art, 148–49
M/C, 14
 media studies, 8–9
 Melville, Stephen, 26, 28–29, 33, 58
 Merleau-Ponty, Maurice, 32, 132
 meteorology, 168
 methodology, 37–42
 Meyerowitz, Ariel and Joel, 77
 Michelangelo, 177
 Michelet, Jules, 105
 Middlesex University, 9
 Mirzoeff, Nicholas, 4–5, 17, 26, 33, 42–43, 130
 Mitchell, W.J.T., 4–5, 7, 11, 28–29, 33, 41, 84, 131
 Mitchell, William J., 11, 20
 Mitrovic, Jelena, 193–95
Modernity: Critiques of Visual Culture, 15
 Mohammed, 187
 Moi, Toril, 33
 Monash University, 9
 Mondrian, 7, 141, 180, 182
 Morley, David, 107
 Morphy, Howard, 148
 Morris, Robert, 59
 Moxey, Keith, 4, 33, 37, 60–61
 MRI, 41
- Mr. Magoo, 48–49
 multiculturalism, 110–20, 147–52
 Mulvey, Laura, 32, 39, 107–8
 Murphy, Shiela, 33
 Museum of Jurassic Technology, 103
 Musil, Robert, 105
 Myers, Fred, 33
- Nagera, Humberto, 141
 Nancy, Jean-Luc, 113
 natural history, 168
 Nelson, Cary, 58
 Nelson, Robert, 11
 New Guinea, 119
 9/11, 76–83
 non-visual work, 106
 non-Western art, 110–20, 147–52
 Norwegian University of Science and
 Technology, Trondheim, 12
 Nottingham University, 9
- October questionnaire, 18–20
 Ogham script, 84
 Olin, Margaret, 12, 39
 operator, 139
 Opie, Catherine, 36, 82
- Pancaroglu, Oya, 36
 Panofsky, Erwin, 104–5
 parhelia, 168
 Parson, Sarah, 36
 Parthian art, 189
 Passaglia, Christopher, 89
Pathosformeln, 100
 Pedde, Friedhelm, 189
 Peirce, Charles, 32, 128
 Pensky, Max, 101
 perspective, 33, 173
 Pessoa, Fernando, 105
 philosophy, departments of, 8, 10
 photography, 18, 23, 36
 Photoshop, 177
 physics, 159, 164
 pictorial turn, 5, 131
 Pollock, Griselda, 123
 postcolonial studies, 110–20
 postocular theory, 133
 Poulos, Terese, 42
 Praz, Mario, 104
 preconsciousness, 72, 75–76
 psychoanalysis, 114–15
punctum, 193
- Ranke, Leopold von, 103
 Readings, Bill, 26–27
 Rehkämper, Klaus, 130

INDEX

- Rezeptionsgeschichte*, 24
 Robbe-Grillet, Alain, 99
 Rodowick, David, 5, 33
 Roeder, George, 4, 81, 200
 Rogoff, Irit, 33
 Rony, Fatimah Tobing, 33
 Rorty, Richard, 133
 Rosenstone, Robert, 107
 Ross, Stephen, 107
 Rotman, Brian, 39

 Sachs-Hombach, Klaus, 130
 Said, Edward, 111
 Sandywell, Barry, 17
 Sarai Program, 10
 Sartre, Jean-Paul, 38, 97
 Sasaki, Ken-ichi, 118–19
 Saussure, Ferdinand, 32
 Schefer, Jean-Louis, 122
 School of the Art Institute of Chicago, 9, 14
 science, 16–17, 78, 83–94, 159–76
 scopic regimes, 130
 Sekula, Alan, 12
 semiotics, 12, 42
 Shiff, Richard, 33, 96
 Silverman, Hugh, 33
 Silverman, Kaja, 107–8
 Snow, C.P., 93, 159
 sociology, 2, 8, 23, 50
 Solomon-Godeau, Abigail, 12, 26
 Sontag, Susan, 11, 33
 special effects, 177–79
 Spivak, Gayatri, 33, 60, 115–16
 Sravana Belgola, 185, 187
 Staatliche Akademie der bildenden Künste,
 Karlsruhe, 10
 Stafford, Barbara, 33, 120–21, 129, 134
 Starobinski, Jean, 120
 Stein, Gertrude, 4
 Steinberg, Leo, 33, 120
 Stone, Irving, 141
 Stork, David, 155
studium, 193
 Sturken, Marita, 4, 17, 131
 sun dogs, 168

 Taylor, John, 11
 "Tec" de Monterrey, 11
 Titian, 156
Transcript: A Journal of Visual Culture, 15
 Toubes, Xavier, 54
 toys, 189

 unconscious, 90, 92–93
 Universidad Iberoamericana, 11
 Universidad Nacional Autónoma de México, 11
 University College, Dublin, 9
 University College, London, 9
 University of Bergen, 11–12
 University of Birmingham, 9
 University of Bologna, 12
 University of California, Berkeley, 9
 University of California, Irvine, 5, 8–9, 37–38
 University of California, Los Angeles, 15
 University of Cambridge, 9
 University of Chicago, 7–8, 41
 University of Copenhagen, 9, 11–12
 University of Dundee, 15
 University of Essex, 9
 University of Göteborg, 12
 University of Manchester, 9
 University of New Brunswick, 9
 University of Northumbria, 15
 University of Queensland, 14–15
 University of Rochester, 8–9, 14, 23, 37
 University of Sussex, 9
 University of Tokyo, 9
 urbanism, 185–87
 Uruk, 189

 van Ess, Mergarete, 189
 Venn, John, 182
 Vico, Giambattista, 105–6
 Virilio, Paul, 11, 33, 105
 visual communication, 10, 14, 133
 visual culture, 2, 4, 7
Visual Culture in Britain, 15
 visual studies, 4–5, 7, 17–20
Visual Studies, journal of, 14

 Walker, John, 34, 138–39
 Walsh, Andrea, 36
 Warburg, Aby, 32, 94–102
 Waske, Matthias, 141
 William, Prince, 125
 Willams, Raymond, 1, 11, 59
 Wilson, David, 103
 Wolff, Janet, 2, 130
 women's studies, 8–9
 Wood, Christopher, 33, 37, 52
 Wood, Gillen, 36
Word and Image, 15
 World War II, 81

 Yi script, 84

 Zeki, Semir, 88
 Zemel, Carol, 141
 Žižek, Slavoj, 33, 65, 115
 ZKM, Karlsruhe, 10