

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
History of Visual Communication Design	VCDE103	1	Theory 3	Practice 0	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	Yes					
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		Yes		-	

Language of Instruction	English
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Course Instructor(s)	Rihards Vitols	E-mail : rihards.vitols@arucad.edu.tr Office : TI OFF 07	
Course Objectives	This course introduces students to Visual communication design. Approaching the topic from the prehistoric roots of design through the industrialization era to modern times. The aim of this course is to give a broad understanding and critical thinking skills in order for the students to use different cultural and historical approaches in application to modern time visual communication design.		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Understand key events, movements, and figures in the history of visual communication design, from graphic design to advertising.	Lectures and Readings: Cover major design movements, like Bauhaus, Art Nouveau,	Oral Recap: Have students summarize movements or designers.

Course Content		and Postmodernism.	
	Explain the evolution of visual communication design and its impact on society.	Class Discussions: Explore the cultural context behind design shifts.	Group Discussions: Observe insights during peer analysis.
	Use historical insights to analyse visual communication pieces critically.	Artefact Analysis: Examine historical posters, advertisements, and branding.	Presentation: Grade clarity, historical accuracy, and critical perspective.
	Identify patterns, influences, and shifts in visual communication across time.	Class Debates: Discuss controversial design choices in historical context.	Presentation Reviews: Assess depth of historical insights.
	Deliver comparative presentations with a critical perspective on visual communication history.	Develop a comparative presentation on one movement.	Written Examination: Multiple choice Examination
	Introduction to visual communication design • The evolution and progression of visual communication • Industrial Revolution and its effects on Visual communication design • Art and Design movements (Art Nouveau, Art Deco, Bauhaus, ...) • Different Global approaches to visual communication Design		

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Early writing systems	T	No reading required
2	Typography	T	No reading required
3	Renaissance art	T	Meggs' history of graphic design

4	Industrial revolution	T	Meggs' history of graphic design
5	Art nouveau	T	Art Nouveau History, Characteristics, Artists, & Facts Britannica
6	Art deco	T	Meggs' history of graphic design.
7	Midterm Exam / Peer review		Presentations
8	Bauhaus	T	Meggs' history of graphic design
9	Realism	T	Meggs' history of graphic design
10	Constructivism	T	Meggs' history of graphic design
11	Surrealism	T	Meggs' history of graphic design
12	Deconstructivism	T	Meggs' history of graphic design
13	Punk and zin	T	Meggs' history of graphic design
14	Global Perspective	T	Meggs' history of graphic design
15	Final Exam Week	T	

Required Course Material(s) / Reading(s)/ Text Book(s)	Library Catalogue number:Z246 M44 2016 c.1 Meggs, P., Purvis, A. & Meggs, P. (2016). Meggs' history of graphic design. Hoboken: Wiley. Z246 M44 2016 c.1
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Recommended Course Material(s)/ Reading(s) /Other	
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ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.	X				
2	Knows the principles and elements of basic design.				X	
3	Knows the history, theories and theorists of visual communication.					X

4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.				X	
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.					X
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.	X				
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity	X				
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.	X				
9	Applies visual communication design techniques with design technologies in developing and changing media environments.	X				
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.	X				
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.	X				
12	Has the ability to use research methods and techniques in the field of Visual Communication.					X
13	Has the competence to research, plan, implement and report during the project phase.	X				
14	Has the competence to establish the connection between design and aesthetic values.	X				
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.					X
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.				X	
17	Knows how to integrate and use digital technologies and artificial intelligence based/supported design tools creatively and innovatively in visual communication design and production stages.	X				
18	Knows how to integrate and use digital technologies and artificial intelligence-based/supported design tools creatively and innovatively in visual communication design and production stages.	X				
19	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.	X				

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOURLY	TOTAL (WORKLOAD)

Course Teaching Hour (X weeks * total course hours)	15		3	45
Preliminary Preparation and self- study	13		3	39
Mid-Term	1		20	20
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		30	30
Other				
TOTAL WORKLOAD				134
TOTAL WORKLOAD / 25				5.36
ECTS				5

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	
	SDG 5: Gender Equality	x
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	
	SDG 9: Industry, Innovation and Infrastructure	
	SDG 10: Reduced Inequalities	x

	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	
	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	
	SDG 17: Partnership for the Goals	

ETHICAL RULES WITH REGARD TO THE COURSE

Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life.

Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn the theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is a very important input for the learning process for the students. It is also vital to understand the effect of creativity input on the production process of advertisement.

70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

PREPARED BY	Dr. Rihards Vitols
UPDATED	26.09.2025

APPROVED

Asst. Prof. Dr. Hakan Karahasan

