

**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		-	

<b>Language of Instruction</b>	English
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Course Instructor(s)	Can Friedrich Luckinger	E-mail : <a href="mailto:can.luckinger@arucad.edu.tr">can.luckinger@arucad.edu.tr</a> 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, and Postmodernism.	Oral Recap: Have students summarize movements or designers.

<b>Course Content</b>	Explain the evolution of visual communication design and its impact on society.	<b>Class Discussions:</b> Explore the cultural context behind design shifts.	<b>Group Discussions:</b> Observe insights during peer analysis.
	Use historical insights to analyze visual communication pieces critically.	<b>Artifact Analysis:</b> Examine historical posters, advertisements, and branding.	<b>Written Examination:</b> Multiple choice examination
	Identify patterns, influences, and shifts in visual communication across time.	<b>Class Debates:</b> Discuss controversial design choices in historical context.	<b>Presentation Reviews:</b> Assess depth of historical insights.
	Critique visual communication works with a historical and critical perspective.	<b>Debate Sessions:</b> Argue the effectiveness of visual styles.	<b>Critique Sessions:</b> Grade depth of analysis and self-reflection.
	Deliver comparative presentations with a critical perspective on visual communication history.	<b>Capstone Project:</b> Develop a comparative presentation on one movement.	<b>Final Presentations:</b> Grade clarity, historical accuracy, and critical perspective.
	Introduction to visual communication design <ul style="list-style-type: none"> <li>The evolution and progression of visual communication</li> <li>Industrial Revolution and its effects on Visual communication design</li> <li>Art and Design movements (Art Nouveau, Art Deco, Bauhaus,...)</li> <li>Different Global approaches to visual communication Design</li> </ul>		

<b>COURSE OUTLINE/SCHEDULE</b>			
<b>Week</b>	<b>Topic</b>	<b>Implementation (theory/practice)</b>	<b>Required Reading, Preliminary preparation</b>
1	Ancient pictographs, Development of Early writing systems and The Alphabet	T	Teacher Notes
2	The printing press and Typography	T	Teacher Notes <a href="https://www.youtube.com/watch?v=DLctAw4JZXE&amp;ab_channel=SabrinaHuyett">https://www.youtube.com/watch?v=DLctAw4JZXE&amp;ab_channel=SabrinaHuyett</a>

3	Renaissance Art and Early Visual design development	T	Teacher Notes Meggs' history of graphic design. p: 208 - 247
4	Industrial revolution and its effect on Design	T	Teacher Notes
5	Art Nouveau movement	T	Teacher Notes <a href="https://www.britannica.com/art/Art-Nouveau">https://www.britannica.com/art/Art-Nouveau</a>
6	Art Deco movement	T	Teacher Notes Meggs' history of graphic design. p: 247 - 263
7	Bauhaus Movement	T	Teacher Notes <a href="https://www.youtube.com/watch?v=ZQa0BajKB4Q&amp;ab_channel=OpenLearnfromTheOpenUniversity">https://www.youtube.com/watch?v=ZQa0BajKB4Q&amp;ab_channel=OpenLearnfromTheOpenUniversity</a>
8	Midterm Exam		
9	Realism	T	Teacher Notes
10	Constructivism and Propaganda	T	Meggs' history of graphic design. p: 306 - 315, 345 - 389 Teacher Notes
11	Surrealism and the Anti-Art movement of Dada	T	Teacher Notes Meggs' history of graphic design. p: 265 - 344 <a href="https://www.youtube.com/watch?v=U4WITijUNc0&amp;ab_channel=CuriousMuse">https://www.youtube.com/watch?v=U4WITijUNc0&amp;ab_channel=CuriousMuse</a>
12	Constructivism	T	Teacher Notes
13	Deconstructivism and Futurism	T	Teacher Notes
14	Punk and Zine Culture	T	Teacher Notes
15	Global Perspectives on visual Communication Design	T	Teacher Notes
16	Student Presentations	T	

17	Final Exam Week	T	
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<b>Required Course Material(s) / Reading(s)/ Text Book(s)</b>	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
<b>Recommended Course Material(s)/ Reading(s) /Other</b>	

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	35
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar	1	15
Studio Practice		
Other		
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	50
<b>TOTAL</b>		100

	CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES
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	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	Has the skills and competence to turn their designs into a portfolio document and present them.	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.	*				
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.	*				

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15		3	45
Preliminary Preparation and self- study	10		2	20
Mid-Term	1		20	20
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	1		10	10
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		30	30
Other	-		-	-
<b>TOTAL WORKLOAD</b>	-		-	125
<b>TOTAL WORKLOAD / 25</b>				5
<b>ECTS</b>				<b>5</b>

#### 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.

Late work can only receive full credit in extreme circumstances and will be penalized otherwise as follows:

- Over a day but less than two days late: 10% deducted
- **A week or more late: Not accepted: 0%**

<b>PREPARED BY</b>	Can Friedrich Luckinger
<b>UPDATED</b>	21.03.2025
<b>APPROVED</b>	