

**RARITAN VALLEY COMMUNITY COLLEGE  
ACADEMIC COURSE OUTLINE**

**ARTH 112: The History of Visual Design**

**I. Basic Course Information**

- A. Course Number and Title: **ARTH-112 The History of Visual Design**
- B. New or Modified Course: New
- C. Date of Proposal: Semester: Spring      Year: 2015
- D. Effective Term: Fall 2015**
- E. Sponsoring Department: Visual and Performing Arts
- F. Semester Credit Hours: 3
- G. Weekly Contact Hours: 3    Lecture: 3
- H. Prerequisites: *None*
- I. Laboratory Fees: *None*
- J. Name and Telephone Number or E-Mail Address of Department Chair at time of approval: Co-Chairs: Donna Stackhouse x8298, Dennis Russo x8391

**II. Catalog Description**

This course will focus on the development of design and image as a pictorial method of interpersonal and cultural communication. It will begin with the earliest forms of visual communication (cave paintings, pictorial language) through the discipline's technological advancements and artistic movements. It will also extensively discuss type and its development in visual communication.

**III. Statement of Course Need**

- A. The History of Visual Design will survey the development of graphics, design and media throughout history. This is essential for both professional development as a visual designer and as a transfer student.
- B. This course has no lab component

- C. This course generally transfers as an art history course in design and visual communications program requirements.

#### **IV. Place of Course in College Curriculum**

- A. Free Elective
- B. This course meets a program requirement for the A.F.A. Visual Communications degree.
- C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, [www.njtransfer.org](http://www.njtransfer.org); b) for all other colleges and universities, go to the individual websites.

#### **V. Outline of Course Content**

- A Neolithic - Ubaid-Uruk periods
  - 1. Neolithic art
  - 2. Tribal/indigenous Art
  - 3. The evolution of symbols
- B Pictorial alphabets
  - 1. Chinese Alphabet
  - 2. Hieroglyphics
  - 3. Indus script
  - 4. Runic alphabets
- C. Bronze Age - Middle Ages
  - 1. Reliefs and objects in the ancient world
  - 2. Dardic script and sanskrit
  - 3. Chinese ink wash painting
  - 4. Heraldry
  - 5. Illuminated manuscripts
- D. The Invention of Type and Reproduction
  - 1. Printing press
  - 2. Moveable Type
  - 3. Plate etching
- E. The Renaissance – Pre-industrial Period
  - 1. Artist sketchbooks
  - 2. Renaissance books
  - 3. Masters of type
    - a. Garamond
    - b. Aldus Manutius
    - c. Geoffroy Tory
- F. Baroque and Rococo
  - 1. Caslon
  - 2. Baskerville
  - 3. Fournier
- G. 18<sup>th</sup> – 19<sup>th</sup> Century Illustrated Books
  - 1. Maps

- 2. Encyclopedias
- 3. Scientific illustrations
- H. Victorian Era – Industrial Revolution
  - 1. Lithography
  - 2. Catalogs and post cards
  - 3. Art Noveau
  - 4. The poster and mass advertisement
- I. Avant Garde
  - 1. Constructivism
  - 2. Futurism
  - 3. Dada
  - 4. The Bauhaus
  - 5. Arts and Crafts Movement/William Morris
- M. Modern Era
  - 1. Bauhaus
  - 2. Swiss Style
  - 3. Magazine and poster art
- N. New York School
  - 1. Saul Bass
  - 2. Milton Glaser
  - 3. Paul Rand
- O. Post Modern – Electronic Art
  - 1. The Invention of digital imaging
  - 2. Electronic printing
  - 3. Design in electronic environments
  - 4. Mutlimedia design
  - 5. Designing for global marketing

## **VI. General Education and Course Learning Outcomes**

### **A. General Education Learning Outcomes:**

At the completion of the course, students will be able to:

- 1. Demonstrate, both orally and in writing, the contributions and influences of visual design in the areas of art, media and science. (GE-NJ 1, 6, 7, \*)

### **B. Course Learning Outcomes:**

At the completion of the course, students will be able to:

- 1. Identify and evaluate the history and importance of the movements of Visual Design.
- 2. Identify the major technological developments in Visual Design.
- 3. Illustrate Visual Design's reflection of and impact upon social and political trends.

*\*Embedded critical thinking*

**C. Assessment Instruments:**

1. Exams
2. Essays

**VII. Grade Determinants**

- A. Essays
- B. Exams
- C. Presentations
- D. Quizzes
- E. Class participation

**Primary Formats, Modes and Methods for Teaching**

- A. Lecture
- B. Reading
- C. Written responses
- D. Student presentations
- E. Computer assisted instruction

**VIII. Texts and Materials**

- A. Instructor provided and student researched websites
- B. Printed or electronic handouts
- C. The Lion's Den
- D. Recommended texts such as Yale University Press, *Graphic Design: A New History, second edition*, Stephen Eskilson ISBN-13: 978-0300172607

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

**IX. Resources**

- A. Lecture Classroom
- B. Digital projector with high resolution imaging capabilities
- C. Teacher Station with multimedia playback capabilities and web access