

### **Course Description**

The course will cover a comprehensive survey of historical and contemporary trends of the graphic design and , History of aesthetics, popular culture, technical innovations art and design movements, important designer through the periods . Contemporary styles, methods and systems today are explored, through Visual research, electronic and library surveys. Students will carry out analysis and presentations about the theory and practice of Design. The course guides students to understand relationship of the graphic design profession and socio-cultural, political, economic and technological developments. Students will undertake projects to discover own creativity, self expression within the visual communication. The course will stressing critical thinking for developing creative concepts, professional responsibilities and developmental processes and procedure that can lead to working in practical word.

### **Course Objectives**

The course will enable students to be able to:

- comprehensive survey of the major trends historical and contemporary trends of the graphic design practice , technical innovations art and design movements
- Investigating the Contemporary styles, methods and systems
- Demonstrate understanding relationships and influences of socio-cultural, political, economic and technological development to how this affects the graphic design practice and profession.
- Analyze and present in oral and written, the theory knowledge of concepts, professional responsibilities and developmental processes influencing working in practical word
- Demonstrate through projects, the visual research, own creativity, self expression.

### **Course Outline**

Week 1 – 4: Introduction and comprehensive survey of major trends historical and contemporary trends of the graphic design practice, technical innovations art and design movements

- Week 5 – 6: Tracing graphic design practice in relation to the socio-cultural, political, economic and technological developments
- Week 7 – 8: Preliminary visits and Research in the professional world of graphic design  
Presentations and discussion
- Week 9 Seminar Presentations on individual findings from academic field visits and researches
- Week 10 – 14: Visual communication concepts - from the theory to practical application  
Project on discover own creativity, self expression, and visual communication
- Week 15 End of semester submission and evaluation

### **Learning Outcomes**

By the end of the course students will be:

- Knowledgeable in comprehensive survey of the major trends historical and contemporary trends of the graphic design practice , technical innovations art and design movements
- Competent in analyzing the relationships of design practice in relation to the socio-cultural, political, economic and technological developments
- Knowledgeable of concepts, professional responsibilities and developmental processes influencing working in practical word
- Capable of relate the theory to practice

### **Suggested Reading List**

Armstrong Helen ed. 2009. *Graphic Design Theory: Readings from the Field* (Design Briefs), Princeton Architectural Press, New York.

Eskilson, Stephen J. 2007. *Graphic Design Theory: Readings from the Field* (Design Briefs), Princeton Architectural Press, New York.

Heller, Steven and Ballance, Georgette ed. 2001. *Graphic Design History*, Allworth Press, New York.

Lipton, Ellen 2004. *Thinking with Type: A Critical Guide for Designers, Writers, Editors & Students*, Princeton Architectural Press, New York.

Meggs, Philip and Purvis, Alston W. 2005, *Meggs' History of Graphic Design Fourth Edition* John Wiley & Sons, Inc New Jersey.