

VISUAL DIALOGUES

3.27.2017

WITH STUDENT LEARNING OUTCOMES

Visual Dialogues (AS222, 3 credits)

Course Description:

This course offers parallel histories of illustration and graphic design while emphasizing the evolution of technology, form, and style. Important designers, design philosophies, pictorial and typographic trends are considered and presented through a wide range of real examples produced in a variety of contexts. Students investigate the ways in which communication practitioners of the past and present respond to problems of design and relate to the professional marketplace. Students create valuable personal resources by keeping in-class visual journals that document, with text and images, examples cited throughout the course.

Prerequisite: Art History III

Students will:

1. Analyze important trends in pictorial and graphic media of the modern era and demonstrate their significance to the evolution of visual communications. (PC 1, 2, 3)
2. Investigate issues concerning the impact of technology and socio-cultural trends on modern visual communications and articulate findings in oral and written formats. (PC 1, 2, 3, 4)
3. Apply concepts from previous studio and liberal arts courses to interpret examples offered and to distinguish, classify, and differentiate them by various means. (PC 2, 3, 6)
4. Create a reflective essay responding to course content and deliver to the class in an illustrated, oral presentation. (PC 1, 2, 4, 6)

Required Texts:

- D'Alleva, Anne. *Look! Art History Fundamentals*. 3rd ed. Pearson, 2010.
ISBN: 9780205768714 (\$56.40)
- Meggs, Philip B. and Alston Purvis. *A History of Graphic Design*, 5th ed. Hoboken, New Jersey: John Wiley and Sons, Inc., 2011.
ISBN: 978-0-470-16873-8 (\$85.00)

Supplementary Readings: There are no supplemental readings for this course.

Supplies: There are no supplies needed for this course.

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