

COURSE PLAN

FIRST: BASIC INFORMATION

College

College Irbid University College

Department Applied Sciences

Course

Course Title Graphic Design Culture & History

Course Code 020902116

Credit Hours 2 (2 Theoretical, 0 Practical)

Prerequisite

Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References

- 1) Graphic Design - Ramzi Al Arabi - Arab Society Library
- 2) Graphic design through the ages - d. Basem Hosam - Arab Society Library for Publishing and Distribution
- 3) Graphic Design Between Theory and Application - Muhammad Al-Daraisah and others - Arab Society Library for Publishing and Distribution, 2011
- 4) Civilization Iraqi Blog
- 5) Art History in Ancient Iraq The Art of Cylinder Seals - Dr. Sobhi Anwar Rashid 7
- 6) History of Arab Graphic Design, Bahia Shehab, The American University in Cairo, December 2016
- 7) Meggs, P. B., Purvis, A. W., & Meggs, P. B. (2006). Meggs' history of graphic design. Hoboken, N.J: J. Wiley & Sons

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course specifies the knowledge about visual communication since the Stone Ages, focusing on the design materials, examples and printing technology. And it also provides an understanding of the historical impact of Arabic culture on graphic design.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain how graphic design culture changes over time.
- Explain the evolution of design technology and visual attributes
- Explain Arabic culture's influence on graphic design
- Utilize historic design elements and culture to inspire design works

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1**. Explain and identify cultural characteristics from a visual communication
- **CLO2**. Explain and identify the evolution of visual materials and technologies by era
- **CLO3**. Explain and identify relationships and examples of Arabic culture and graphic design components

COURSE SYLLABUS

Week	topic	Topic details	Related LO (chapter)	Proposed assignments
1	Graphic design from Stone Age to Turkish	<ul style="list-style-type: none"> • Graphic design has evolved since the Stone Age, passing through the Egyptian, Roman and Islamic civilizations, and the art of the Arab-Islamic book, from the Baghdad School, Timurid School, Mughal, Safavid, and Turkish. 	CLO1	
2	From Renaissance to the modern art	<ul style="list-style-type: none"> • Graphic art in Europe from the Renaissance to the modern era 	CLO1	
3	printing	<ul style="list-style-type: none"> • Learn about printing materials and their development until modern printing 	CLO2	
4	Paper	<ul style="list-style-type: none"> • Paper - the development of its industry from ancient times until modern papermaking and Arab papermaking centers 	CLO2	
5	inks	<ul style="list-style-type: none"> • Inks - their types, method of manufacture and gilding 	CLO2	7



6	Printing	<ul style="list-style-type: none"> Printing - From woodblocks and lithographs to the invention of modern 	CLO2	
7	Gutenberg	<ul style="list-style-type: none"> Printing by Gutenberg 	CLO2	
8		<ul style="list-style-type: none"> Midterm exam 		
9	printed Arabic book	<ul style="list-style-type: none"> The printed Arabic book, the entry of printing into the Arab world 	CLO3	
10	illustrations	<ul style="list-style-type: none"> Printed illustrations in books 	CLO3	
11	Islamic schools 1	<ul style="list-style-type: none"> History of Islamic graphic design 	CLO3	
12	Islamic schools 2	<ul style="list-style-type: none"> Decoration of Islamic books 	CLO3	
13	Islamic schools 3	<ul style="list-style-type: none"> important manuscripts of Arab and Islamic schools 	CLO3	
14	modern graphic design	<ul style="list-style-type: none"> The history of modern graphic design 	CLO3	
15	The Bauhaus school	<ul style="list-style-type: none"> modern graphic design from the Bauhaus school to modern graphic art 	CLO3	
16		<ul style="list-style-type: none"> Final exam 		

COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions

ONLINE RESOURCES

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ASSESSMENT TOOLS

Assessment Tools	%
Report & Quiz	20%
Mid Exam	30%
Final Exam	50%
Total Marks	100%



THIRD: COURSE RULES

ATTENDANCE RULES

Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

GRADING SYSTEM

Example:

Course Marks Average		
Average	Maximum	Minimum
Excellent	100%	90%
Very Good	89%	80%
Good	79%	70%
Satisfactory	69%	60%
Weak	59%	50%
Failed	49%	35%

REMARKS

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COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	