

Sabancı University, FASS, VACD VA312 syllabus

This course will take you through the long history of the development of visual communication systems, particularly as they relate to the origins and development of the Latin alphabet and related typographic, printing and design systems. Since this is the system that we are also a part of, the focus of the course is the Western, Latin based alphabet system, however other systems, particularly the ones that predate and have led up to the development of alphabet systems will also be examined. Also examined will be the cultural environments of the eras in which major developments that led us into today's graphic design world will be looked at

The learning material will be based upon the following the website:

<https://www.historyofvisualcommunication.com>

The grading will be based upon class attendance (%50) and a final exam (%50).