



Jordan University of Science and Technology
Faculty of Architecture And Design
Design And Visual Communication Department

DV121 History Of Visual Communication - JNQF Level: 6

First Semester 2025-2026

Course Catalog

3 Credit Hours. In this course, students explore the evolution of visual arts as a tool for communication, from ancient cave paintings to modern digital media. The course examines how visuals convey emotions, challenge societal norms, and spark innovation. By analyzing the role of human-computer interaction in shaping emerging media, students gain insights and skills to understand past trends and anticipate the future of visual communication.

Teaching Method: Blended

Text Book

Title	Meggs? History of Graphic Design
Author(s)	Philip B. Meggs, Alston W. Purvis
Edition	6th Edition
Short Name	Meggs? History of Graphic Design
Other Information	

Instructor

Name	Mr. Ahmad Al Bashabsheh
Office Location	-
Office Hours	
Email	akalbashabsheh8@just.edu.jo

Class Schedule & Room

Section 1:
Lecture Time: Mon : 15:00 - 16:30
Room: C5024

Tentative List of Topics Covered		
Weeks	Topic	References
Week 1	Course introduction	From Meggs? History of Graphic Design
Week 2	The Invention of Writing	From Meggs? History of Graphic Design
Week 3	Alphabets	From Meggs? History of Graphic Design
Week 4	The Asian Contribution , Illuminated Manuscripts	From Meggs? History of Graphic Design
Week 5	A Graphic Renaissance , The origins of European	From Meggs? History of Graphic Design
Week 6	Printing Comes to Europe , The German Illustrated Book	From Meggs? History of Graphic Design
Week 7	Renaissance Graphic Design	From Meggs? History of Graphic Design
Week 8	The Bridge to the Twentieth Century , The Industrial Revolution	From Meggs? History of Graphic Design
Week 9	Graphic Design and the Industrial Revolution	From Meggs? History of Graphic Design
Week 10	Art Nouveau , The Genesis of Twentieth-Century Design	From Meggs? History of Graphic Design
Week 11	The Modernist Era, Graphic design in the first half of the twentieth century	From Meggs? History of Graphic Design
Week 12	The Influence of Modern Art	From Meggs? History of Graphic Design
Week 13	A New Language of Form , The Bauhaus and the New Typography	From Meggs? History of Graphic Design
Week 14	The International Typographic Style , The New York School	
Week 15	The Conceptual Image , Postmodern Design	
Week 16	National Visions within a Global Dialogue	

Mapping of Course Outcomes to Program Outcomes and NQF Outcomes	Course Outcome Weight (Out of 100%)	Assessment method

Compare how technologies and social contexts shaped visual styles and communication strategies across eras [1PLO3, 1PLO5] [1L6K1]	25%	Mid Exam, essay Quiz, Final Exam
Describe key milestones in the history of visual communication from prehistory to digital media [1PLO1, 1PLO2] [1L6K1]	20%	Mid Exam, Final Exam
Evaluate contemporary digital media through HCI/UX concepts and present research-based predictions about emerging media [1PLO6, 1PLO8] [1L6C5]	25%	Mid Exam, Final Exam
Analyze visual artifacts using formal analysis and semiotic/cultural frameworks [1PLO2] [1L6K2, 1L6C5]	30%	Mid Exam, essay Quiz, Final Exam

Relationship to Program Student Outcomes (Out of 100%)							
PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
10	40	12.5		12.5	12.5		12.5

Relationship to NQF Outcomes (Out of 100%)		
L6K1	L6K2	L6C5
45	15	40

Evaluation	
Assessment Tool	Weight
Mid Exam	40%
essay Quiz	10%
Final Exam	50%

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