

# ARCH 120: VISUAL LITERACY AND CIVILIZATION: AN ARCHITECT'S VIEW

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**Originator**

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**Co-Contributor(s)****Name(s)**

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**Justification / Rationale**

New Curriculum for the College of the Desert/Cal Poly 2+3 Architecture partnership that will bring a full Architecture Professional degree to the College of the Desert West Valley campus.

**Effective Term**

Spring 2022

**Credit Status**

Credit - Degree Applicable

**Subject**

ARCH - Architecture

**Course Number**

120

**Full Course Title**

Visual Literacy and Civilization: An Architect's View

**Short Title**

VISUAL LITERACY

**Discipline****Disciplines List**

Architecture

**Modality**

Face-to-Face  
100% Online  
Hybrid

**Catalog Description**

This course focuses on the role of visual explanation in Western European civilization, while also emphasizing its cultural relativity. It analyzes the rules of representational conventions in the context of their rich cultural history and contrasts them with non-western traditions. The course introduces several 20th-century schools of thought that have been critical of the hegemonic visual regime of modernity, and its role in colonial expansion and domination of non-western cultures.

**Schedule Description**

This course focuses on the role of visual explanation in Western European civilization, while also emphasizing its cultural relativity.

**Lecture Units**

2

**Lecture Semester Hours**

36

**Lab Units**

1

**Lab Semester Hours**

54

**In-class Hours**

90

**Out-of-class Hours**

72

**Total Course Units**

3

**Total Semester Hours**

162

**Required Text and Other Instructional Materials**
**Resource Type**

Web/Other

**Open Educational Resource**

Yes

**Description**
<https://www.wickedproblems.com/read.php>
**For Text greater than five years old, list rationale:**

This course covers historical perspective and materials from older texts and articles are appropriate.

**Class Size Maximum**

30

**Course Content**

- Forms of visual explanation: Orthogonal Projection; Axonometric drawing; Perspective
- The "True" and the "Distorted"
- The Light and the Shadow
- Visual Explanation and Western-European Colonial Expansion
- Axonometry revisited
- Constructing the visual regime of modernity
- Vision and Visuality in the Digital Age: The Politics of Vision

**Lab Content**

- Additional discussion of readings on all lecture content topics
- Drawing assignments on all lecture content topics

**Course Objectives**

	<b>Objectives</b>
Objective 1	Identify key moments in the history of representation, including but not limited to: proto-orthographic representation in Ancient Egypt; examples of early map-making around the world; works on optics by al-Kindi, Avicenna (Ibn-Sina), and Alhazen (al-Haytham); atmospheric perspective (recession of space) in Chinese painting and Japanese print; late-medieval architectural drawings; the Renaissance "invention" of perspective and of orthographic representation; the evolution of representation in the early Modern world.
Objective 2	Describe connections between culture and the ways in which we visualize the world from a holistic perspective, and identify universal versus culturally specific aspects of visual communication.
Objective 3	Explain the phenomenon of Western European ocular-centrism in the context of world cultures.
Objective 4	Define the impact of our visual culture on Western-European art, science, and technology, and explain how it has contributed to Western-European colonial expansion.
Objective 5	Improve reasoning skills by identifying and summarizing the thesis; identifying the type of argument; evaluate evidence; evaluate competing assumptions and competing conclusions.

Objective 6	Critically analyze primary sources.
Objective 7	Improve written communication skills including clarity in organization, clarity in written expression and the ability to use the appropriate terminology.
Objective 8	Recognize geometric principles behind architectural and technical graphic conventions.

### Student Learning Outcomes

**Upon satisfactory completion of this course, students will be able to:**

Outcome 1	Distinguish between different aspects of cultural visual communication styles and methods.
Outcome 2	Develop analysis and evaluation skills to synthesize concepts and solutions for a variety of issues.
Outcome 3	Present concepts and solutions using architectural and technical oral, written, and graphic conventions.

### Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Lecture	The subject matter and presentation techniques have been selected to fulfill the Course Objectives.
Discussion	Portions of the class sessions (30-40 minutes per week) will be dedicated to the discussion of the readings.
Participation	Weekly sequential assignments built on previous assignments.
Collaborative/Team	Small group activities to critique student activities.
Demonstration, Repetition/Practice	Demonstrate activities, techniques, or behaviors that promote intellectual or cultural growth.
Laboratory	Drawing assignments on all content topics.

### Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
College level or pre-collegiate essays	Final paper(meaningful writing assignment) selected from a list of topics in week 5 of the class.	In and Out of Class
Student participation/contribution	Students will be requested to provide feedback several times per term to determine the appropriateness of the pace; the adequacy of tasks; efficiency of the instructional materials and media.	In and Out of Class
Tests/Quizzes/Examinations	Pop-up Quizzes on each topic and a comprehensive examination covering all material presented during the course.	In Class Only
Written homework	After participating in each of the five design exercises, each student will write a paper resolving a design problem.	Out of Class Only
Other	Students will be evaluated based upon the quality of their assignments from the text and hand-outs, weekly quizzes, and participation in classroom discussions. Mid-term and final examinations complete the evaluation process	In and Out of Class
Laboratory projects	Drawing projects will be evaluated on how well they demonstrate the reading topics.	In Class Only

### Assignments

#### Other In-class Assignments

1. Group discussion of assigned reading materials.
2. Selection of term paper topic in week 5 and presentation of outline in week 8.
3. In-class exercises exploring different techniques of visual representation and discussions of history, philosophy, and art issues covered in the lectures.

4. Drawing assignment reflecting each of the content topics.
5. Class evaluate of drawing assignment.

**Other Out-of-class Assignments**

1. Reading assignments from required text and/or instructor "handouts".
2. Writing assignments based on lectures, reading and visual presentation.
3. Prepare for classroom discussions on "architectural periods".
4. Prepare for student presentations and discussions of assigned topics.
5. Short analytical papers after each of the design exercises.
6. Final written paper of 5 - 7 pages.

**Grade Methods**

Letter Grade Only

**Distance Education Checklist**

**Include the percentage of online and on-campus instruction you anticipate.**

**Online %**

50

**On-campus %**

50

**Lab Courses**

**How will the lab component of your course be differentiated from the lecture component of the course?**

The lab component requires drawings on each of the lecture content topics.

**From the COR list, what activities are specified as lab, and how will those be monitored by the instructor?**

Lab activities include drawing assignments which will be submitted to the instructor for grading.

**How will you assess the online delivery of lab activities?**

Lab will be primarily NOT online but if presented online it can be assessed by peer and instructor review of the drawing projects during development and after submission.

**Instructional Materials and Resources**

**If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?**

The college LMS will be the only technology used to hold student data.

**Effective Student/Faculty Contact**

**Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?**

**Within Course Management System:**

Discussion forums with substantive instructor participation  
Online quizzes and examinations  
Regular virtual office hours  
Timely feedback and return of student work as specified in the syllabus  
Weekly announcements

**External to Course Management System:**

Direct e-mail  
E-portfolios/blogs/wikis

**Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.**

Timely feedback and return of student work as specified in the syllabus  
Discussion forums with substantive instructor participation  
Online quizzes and examinations  
Weekly announcements

## Other Information

### Comparable Transfer Course Information

**University System**

CSU

**Campus**

California State Polytechnic University, Pomona

**Course Number**

ENV 1010

**Course Title**

Introduction to Design Theories and Methods

**Catalog Year**

2015

**Rationale**

This new COD course is part of a partnership between College of the Desert and Cal Poly, designed to provide students with a full 2+3 Architecture professional degree at the College of the Desert West Valley Campus.

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## MIS Course Data

**CIP Code**

04.0901 - Architectural Technology/Technician.

**TOP Code**

020100 - Architecture and Architectural Technology

**SAM Code**

C - Clearly Occupational

**Basic Skills Status**

Not Basic Skills

**Prior College Level**

Not applicable

**Cooperative Work Experience**

Not a Coop Course

**Course Classification Status**

Credit Course

**Approved Special Class**

Not special class

**Noncredit Category**

Not Applicable, Credit Course

**Funding Agency Category**

Not Applicable

**Program Status**

Stand-alone

**Transfer Status**

Transferable to CSU only

**General Education Status**

Y = Not applicable

**Support Course Status**

N = Course is not a support course

**Allow Audit**

No

**Repeatability**

No

**Materials Fee**

No

**Additional Fees?**

No

**Files Uploaded****Attach relevant documents (example: Advisory Committee or Department Minutes)**

ARCH 120\_CO Approval Ltr 0616.pdf

**Approvals****Curriculum Committee Approval Date**

4/15/2021

**Academic Senate Approval Date**

4/22/2021

**Board of Trustees Approval Date**

5/21/2021

**Chancellor's Office Approval Date**

6/16/2021

**Course Control Number**

CCC000625514