

SIBERIAN FEDERAL UNIVERSITY

SibFU HONORS COLLEGE

VISUAL THINKING

COURSE SYLLABUS

72 hours

COURSE DESCRIPTION: This course introduces the students to the strategies and tactics of the development of their visual thinking. By studying works of visual art and other products of visual thinking the students learn to enhance their own visual thinking abilities. The course aims at the improvement of students' creativity, projecting skills, spatial intelligence, modeling and operating visual images.

COURSE OBJECTIVES:

- to master the technologies of improvement individual's visual thinking skills;
- to understand the role of visual thinking in individual, social and professional activity;
- to realize the necessity of developing visual thinking of university students;
- to obtain the skills of idea-expression and idea-implementation;
- to gain insight into the works of visual art as gnoseological and ontological acting models;
- to learn the theory and practice of creating products of visual thinking – models of scientific, professional and philosophic concepts.

REQUIRED TEXTS:

Rudolf Arnheim. Visual Thinking. University of California Press, Berkeley, Los Angeles, London, 1997.

Robert H. McKim. Experiences in visual thinking. Monterey, 1972.

Ralph C. Wileman. Exercise in visual thinking. N.Y.: Hastings House, 1980.

Vladimir I. Zhukovsky, Daniil V. Pivovarov, R.Y. Rakhmatullin. Visual thinking in the structure of scientific knowledge. Krasnoyarsk, 1988.

Vladimir I. Zhukovsky. Visual essence (visual thinking in fine arts). Krasnoyarsk, 1991.

Vladimir I. Zhukovsky, Maria V. Tarasova. The role of visual thinking in higher education. Art and Education. Vol.3(83), 2013.

Maria V. Tarasova. Theory and practice of the dialogue between the viewer and the work of visual art. Krasnoyarsk, 2015.

REQUIRED MATERIALS:

Notebook clearly labeled with your name; two (2) sketchbooks for drawing compositional schemes and formulas; drawing materials (e.g., graphite pencils, color pencils, markers, erasers, rulers). Any graphic design software on PC, Power Point Slide Presentation Software on PC.

DESCRIPTION OF CLASS ASSIGNMENTS:

In class students learn the theory of visual thinking, take notes at lectures, take part in discussions of functions of visual thinking, types of visual signs. Students are expected to study carefully the products of visual thinking, draw compositional schemes of studied visual material (e.g., works of visual art). The assignments include reading the textbooks, articles, watching video films, writing an analysis of a product of visual thinking.

GRADING OPPORTUNITIES:

- attendance, participation: 30%
- writing and drawing assignments: 40%
- final test: 30%

GRADING STANDARDS:

Assignments are due as scheduled. Late work is unacceptable. Final test will be multiple choice and may cover lectures, readings, handouts and class discussions/activities. Students should prepare for the final test by keeping up with the reading and taking detailed notes during class.

ATTENDANCE POLICY:

Absence due to emergency or family obligation will be considered on a case-by-case basis with the burden of proof upon student. A student will be given an excused absence when acting as an official representative of the University, provided you give prior written verification from the faculty/staff supervisor of the event. Typical examples include (but not limited to), members of team sports who must travel for an away game, or students attending a conference to present research. Required notice for any anticipated absence is one week before the expected event.

COURSE STRUCTURE:

Week	The topics of class activities	Practice sessions	Assignments	Hours
1-2	Visualization and creativity.	The level of visual thinking development: a test.	R.Arnhelm: Early stirrings. Chapter 1. Make a self-portrait by using only squares, ovals, circles, lines, dots, triangles and rectangles. Make up a visual concept: draw the image for the 'Future' concept.	4 hours for class sessions; 8 hours for home assignments
3-4	Verbal and visual thinking: comparative analysis.	Poems and pictures: visualizing a poetic text.	El Lisitsky "Vladimir Mayakovsky in his own voice". Study the translations of poems into visual graphs. Prepare and take part in a Game of Visualization I: I am the translator from verbal to visual language (and back).	4 hours for class sessions; 8 hours for home assignments
5-6	Functions of visual thinking	Ontological function of visual	Zhukovsky (1991): 'Nature of visual	4 hours for class

		images.	thinking’ Ontological, Gnoseological, Methodological, Communication functions of visual thinking – read and take notes. Case study: ‘School of Athens’ by Raphael. Prepare and take part in a Game of Visualization II: Thinking inside the picture.	sessions; 8 hours for home assignments
7-8	The product of visual thinking. Visual concept.	Models in science: functions. A visual concept as a product of a complete theory.	Zhukovsky, Tarasova (2010): Communicational basics of art. Read the chapter “Visual concept”. Write out the definitions of the visual concept from the book ‘Visual thinking’ by R.Arnhem.	4 hours for class sessions; 8 hours for home assignments
9-10	The typology of visual images	Material, index, iconic, symbolic signs and their meaning in art.	Arnheim: Visual thinking. Read the chapter ‘Pictures, symbols and signs,’ and take notes. Charles S.Pierce: Typology of signs – read and take notes. Case study: ‘Broadway boogie- woogie’ by Piet Mondrian. Prepare and take part in a Game of Visualization III: A visual interpreter: I read the picture.	4 hours for class sessions; 8 hours for home assignments
11-12	The development of the individual’s visual thinking: basic principles.	The role of visual art in the development of the individual’s visual thinking. The viewer and the intellectual viewer:	Case-study: ‘Englishman in Moscow’ by K.Malevich. Exercises in visualization of concepts.	4 hours for class sessions; 8 hours for home assignments

		strategies of transformation.	Prepare and take part in a Visualization Game IV: The interplay of the viewer and the intellectual viewer.	
13-14	Modeling worldview by means of visual images	Stages of modeling world view by means of art communication	Case study: architectural models of Pantheon and Colloseum.	4 hours for class sessions; 8 hours for home assignments
15-16	Scientific theories and visual models	DNA model as a product of visual thinking.	Case-study: 'Last supper' by Leonardo da Vinci. Prepare and take part in a Visualization Game V: I visualize my science.	4 hours for class sessions; 8 hours for home assignments
17-18	Applicability of visual thinking: professional aspects.	Visual thinking in advertising.	Study the visual concepts in works of advertising. Choose the material prepare for the Game of Visualization VI: Visual language in the collective work of professionals.	4 hours for class sessions; 8 hours for home assignments

COURSE INSTRUCTOR AND TUTOR, CONTACT INFORMATION



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FACILITIES, EQUIPMENT AND SOFTWARE

MS Office (MS Word, MS PowerPoint, MS Excel), Adobe Acrobat, Adobe Flash Player or KMPlayer, Adobe Flash, Winamp.

Multimedia classroom for 30 students +, equipped with the all necessary devices to present photo, video, audio materials, instructor's PC, Wi-Fi, white boards with magic markers, flipcharts.