



ARTH 110 - History of Graphic Design Course Outline

Approval Date: 03/12/2020

Effective Date: 08/14/2020

SECTION A

Unique ID Number CCC000511776

Discipline(s) Art History (Master's Required)

Division Arts and Humanities

Subject Area Art History

Subject Code ARTH

Course Number 110

Course Title History of Graphic Design

TOP Code/SAM Code 1002.00 - Art/Art Studies, General / E - Non-Occupational

Rationale for adding this course to the curriculum Update recommended preparation to align with changes in ENGL with AB705.

Units 3

Cross List N/A

Typical Course Weeks 18

Total Instructional Hours

Contact Hours

Lecture 54.00

Lab 0.00

Activity 0.00

Work Experience 0.00

Outside of Class Hours 108.00

Total Contact Hours 54

Total Student Hours 162

Open Entry/Open Exit No

Maximum Enrollment

Grading Option Letter Grade or P/NP

Distance Education Mode of Instruction On-Campus
Hybrid
Entirely Online

SECTION B

General Education Information:

SECTION C

Course Description

Repeatability May be repeated 0 times

Catalog Description From the print revolution to the digital world, this course will study the intersection of information and art, examining how western society has communicated through posters, books, and other forms of design.

**Schedule
Description**

SECTION D

Condition on Enrollment

1a. Prerequisite(s): *None*

1b. Corequisite(s): *None*

1c. Recommended

- ENGL 120 with a minimum grade of C or better

1d. Limitation on Enrollment: *None*

SECTION E

Course Outline Information

1. Student Learning Outcomes:

- Recognize the formal and aesthetic characteristics of information systems from early image-making to contemporary examples.
- Locate works of graphic design within diverse historical, political, religious, and philosophical contexts.

2. Course Objectives: Upon completion of this course, the student will be able to:

- Identify and assess the development of graphic design as both a mode of communication and an aesthetic practice
- Recognize and articulate correlations between major artistic schools of thought and their impact on the development of graphic communication
- Analyze, compare and contrast, both in oral and written form, examples of graphic design according to the following criteria: a. Form: Evaluation and assessment of graphic design through examination of materials, typography, color, line, scale, and other visual elements. b. Content: Evaluation and appraisal of graphic design through the analysis of apparent and intended meaning and function. c. Context: Assessment and evaluation of graphic design through analysis of the eras in which it was made, identifying and comparing the cultural, political and technological forces that shape and influence content.
- Demonstrate, in oral and/or written form, an understanding of the varied modes of production, the institutions, and technology that inform graphic design.
- E.

3. Course Content

- Identification and analysis of significant examples of graphic design.
- Comparisons and contrasts between the form, the function, and the context of different examples of graphic design.
- The impact of production and technology on the form and purpose of graphic design.
- Historical development, production, and theoretical underpinnings of:
 - Background in image-making from prehistory to Middle Ages
 - Industrial Revolution and mass production of text
 - Permeation of printed media, 1850s-1900
 - The Modern Movement and graphic design
 - Print and Propaganda during the War
 - Corporate identity and the International Style
 - Pop and Protest 1960s, 1970s

- h. Postmodern Graphic design
- i. Digital revolution and design
- E. Vocabulary and terminology specific to the production and form of graphic design.
- F.

4. Methods of Instruction:

Field Trips:

Lecture:

Other: Lecture: Image-based lecture/discussion which promote all-class and small group discussion of content. Collaborative Learning: Small groups explore and assess in-depth a topic covered in lecture. Groups present their findings to peers for further analysis and critique. Class Trips: Students will explore examples of Graphic Design in a professional setting such as a Gallery or Museum as well as a commercial venue.

Online Adaptation: Activity, Directed Study, Discussion, Group Work, Individualized Instruction, Journal, Lecture

7. Methods of Evaluation: Describe the general types of evaluations for this course and provide at least two, specific examples.

Typical classroom assessment techniques

- Exams/Tests --
- Quizzes --
- Projects --
- Final Exam --

Additional assessment information:

The final grade is based on:

1. Quizzes and Final test. Quizzes and final test can include both objective and essay-style questions.

For example:

a. Final Exam Essay: Write a 3-4 page, handwritten essay describing the impact of the printing press, photographic technology, and digitalization on the production, the audience, and the visual form of graphic design, citing at least three examples.

2. Graphic Design Project of original work in addition to written analysis of the work.

For example:

Students cull a large variety of graphic images, from print and web-based media, from which an original project is produced: a poster, book or 'zine, webpage, or some other example of graphic design. In addition to presenting the project to the class, the student will submit a written analysis of 4-6 pp. describing the stylistic sources for the work, the intended function or audience, and pertinent historic works from the content of class lectures.

Letter Grade or P/NP

8. Assignments: State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

A. Reading Assignments

Selected readings from textbook or a reader of assembled articles, typographic examples, or other graphic forms.

For example:

1. Read chapter 10, pp. 165-190, on the Arts and Crafts movement and its efforts to link

the fine and applied arts toward an integrated approach to design.

2. From the supplemental readings, examine the content and style of pages from *The Studio of 1893*, the journal propagating Arts and Crafts principles.

B. Writing Assignments

1. Written visual analysis and critique of an example of local signage, promotional literature, or website.

For example:

Write a 2-3 page analysis and critique of a poster, brochure, or website related to a local business or concern. In the analysis, consider typography, use of color, composition, and photography in the effectiveness of communicating a specific idea. As a local resident, customer, or client, provide a reasoned critique of the relative success or failure of the example. Relate the visual strategies of the example to those discussed in class.

2. Topical essays expanding on course material.

For example:

Write a two page, typewritten essay comparing two examples of propaganda, one from the 1940s, another from the 1970s. Concentrate on the similarities and differences in terms of content, form, and audience.

C. Other Assignments

1. Research paper or project that develops a related topic in-depth.

For example:

Students are to select a movement or artist/designer related to material covered in class for which they either write an in-depth research paper, or create an original work of graphic design. The 7-page paper is to go beyond the information in the textbook; students are to cite at least five sources (only one of which can be from a scholarly website). Papers will be in the MLA format using parenthetical citations. Or students can opt to create an original example of graphic design, employing methods described in class, such as silkscreen. Accompanying this project must be a paper of 4-6 pages describing the process, the pictorial or textual strategies, and the intended audience of the original work.

9. Required Materials

A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.

Book #1:

Author: Drucker, Johanna and Emily McVarish
Title: *Graphic Design History: A Critical Guide*
Publisher: Pearson Prentice Hall
Date of Publication: 2012
Edition: 2nd

Book #2:

Author: Meggs, Philip and Alston Purvis
Title: *Meggs' History of Graphic Design*
Publisher: John Wiley & Sons Incorporated
Date of Publication: 2016

Edition: 6th
Book #3:
Author: Eskilson, S. J.
Title: Graphic Design: A New History
Publisher: Yale UP
Date of Publication: 2019
Edition: 3

B. Other required materials/supplies.