

# HISTORY OF DESIGN - FALL 2010

**ARH3990 - MONDAY & WEDNESDAY 2:30-3:45**

**BUILDING: 82 ROOM: 206**

**INSTRUCTOR: AMY RUDDICK**

**OFFICE HOURS: EMAIL FOR AN APPOINTMENT [aruddick@uwf.edu](mailto:aruddick@uwf.edu)**

## **COURSE DESCRIPTION:**

This course will provide an analysis of the history of Graphic Design from its inception through its current role in contemporary society. We will also explore the historical relationship between graphic design and additional design disciplines such as: fashion, architecture, industrial, furniture and digital media design.

## **STUDENT LEARNING OUTCOMES:**

Upon completion of this course the student will be able to:

- 1) Compare and contrast alternative design solutions to visual problems.
- 2) Evaluate the formal qualities of particular movements in the history of design.
- 3) Locate a design within the historical, cultural, and social framework that contributed to particular movements in the history of design.
- 4) Summarize developmental stages in the evolution of style in the history of design.

## **TOPICS:**

Early Writing and Mark-making  
Medieval Calligraphy and Book Formats  
Modern Typography  
Graphic Effects of Industrial Production  
Mass Mediation  
Formations of the Modern Movement  
Innovation and Persuasion  
The Culture of Consumption  
Information Design  
Corporate Identities and the International Style  
Pop Culture  
Animation and Motion Graphics  
Digital Media

## **ATTENDANCE**

More than three absences (without a doctor's note) will lower your final grade by 10 points. There will be a roll call in the beginning of each class. If the student arrives late, s/he should make sure to inform the instructor that his/her name has been recorded as "Present." A name cannot be added after a class has taken place.

## **CELL PHONE POLICY:**

You may not use a cell phone in any capacity during class. Turn it off. If you choose to disobey this rule you will be asked to leave and you will be marked absent for the class.

## **RESPECT:**

Regardless of whether you are in the classroom or online you will treat your fellow students with respect. If I see, hear or read a display of disrespect you will either be asked to leave or you will receive a zero for that assignment.

## **GRADING:**

There will be 10 blog entries worth 5 points each or 50% of your total grade. Each of these blog entries will be a minimum of 250 words and should include images. Participation will be worth 10% of your total grade. There will be a final project due at the end of the semester worth 40% of your total grade. Due dates for your assignments will be outlined in the class schedule.

Letter grades will be assigned as follows:

93% or better A  
90% to 92% A-  
87% to 89% B +  
83% to 86% B  
80% to 82% B-  
77% to 79% C +  
73% to 76% C  
70% to 72% C-  
67% to 69% D+  
63% to 66% D  
0 to 62% F

## **PARTICIPATION:**

Your participation grade (10% of total grade) will be based on your willingness to participate in class discussions and/or any additional blog entries you post regarding reactions to class discussions or items from current events you feel apply to class topics.

## **CLASS TEXTBOOK:**

Drucker, Johanna and McVarish, Emily, **Graphic Design History A Critical Guide**, New Jersey, Pearson Education Inc., 2009.

## **ADDITIONAL READING:**

Eskilson, Stephen J., **Graphic Design A New History**, Connecticut, Yale University Press, 2007

Meggs, Phillip B. & Purvis, Alston W., **Meggs' History of Graphic Design**, New Jersey, John Wiley & Sons, Inc., 2006

## **EXPECTATIONS FOR ACADEMIC CONDUCT/PLAGIARISM POLICY:**

Academic Conduct Policy: ([Web Format](#)) | ([PDF Format](#))

Plagiarism Policy: ([Word Format](#)) | ([PDF Format](#))

## **ASSISTANCE:**

Students with special needs who require specific examination-related or other course-related accommodations should contact Barbara Fitzpatrick, Director of Disabled Student Services (DSS), [dss@uwf.edu](mailto:dss@uwf.edu), (850) 474-2387.

DSS will provide the student with a letter for the instructor that will specify any recommended accommodations.

## **CLASS SCHEDULE AND ASSIGNMENT DUE DATES:**

### **DISCLAIMER: TOPICS MAY CHANGE BASED ON CLASS PROGRESS AND/OR UNFORSEEN CIRCUMSTANCES**

#### **WEEK 1 - August 23<sup>rd</sup> & August 25<sup>th</sup> –**

- Class introduction,
- Blog tutorial and instruction

#### **READING ASSIGNMENT – pgs. 2-27**

#### **WEEK 2 – August 30<sup>th</sup> & September 1<sup>st</sup>**

- Prelude to Graphic Design 35,000 BCE – 2,700 BCE
- Early Writing: Mark-making, Notation Systems, and Scripts 3,000 BCE – 500 BCE

#### **READING ASSIGNMENT – pgs. 28-43**

#### **WEEK 3 – No Class September 6<sup>th</sup> & September 8<sup>th</sup>**

- Classical Literacy 700 BCE – 400 CE

#### **READING ASSIGNMENT – pgs. 44-93**

#### **WEEK 4 – September 13<sup>th</sup> & September 15<sup>th</sup>**

- Medieval Letterforms and Book Formats 400 CE – 1450 CE
- Renaissance Design: Standardization and Modularization in Print 1450 – 1660

#### **READING ASSIGNMENT – pgs. 94-139**

**WEEK 5 – September 20th & September 22nd**

- Modern Typography and the creation of the Public Sphere **1660 – 1800**
- The Graphic Effects of Industrial Production **1800 – 1850**

**READING ASSIGNMENT – pgs. 140-185**

**\*FIRST 3 BLOG ENTRIES DUE ON SEPT. 29<sup>TH</sup> BY 11:59pm**

**WEEK 6 – September 27<sup>th</sup> & September 29<sup>th</sup>**

- Mass Mediation **1850 – 1900's**
- Formations of the Modern Movement **1880's – 1910's**

**READING ASSIGNMENT – pgs. 186-233**

**WEEK 7 – October 4<sup>th</sup> & October 6<sup>th</sup>**

- Innovation and Persuasion **1910 – 1930**
- The Culture of Consumption **1920's – 1930's**

**READING ASSIGNMENT – pgs. 234-279**

**WEEK 8 – October 11<sup>h</sup> & October 13<sup>th</sup>**

- Public Interest Campaigns and Information Design **1930's – 1950's**
- Corporate Identities and International Style **1950's – 1970's**

**READING ASSIGNMENT – pgs. 280-299**

**WEEK 9 – October 18<sup>th</sup> & October 20<sup>th</sup>**

- Pop and Protest **1960's – 1970's**

**READING ASSIGNMENT – pgs. 300-321**

**\*NEXT 4 BLOG ENTRIES DUE ON OCT. 27<sup>TH</sup> BY 11:59pm**

**WEEK 10 – October 25<sup>th</sup> & October 27<sup>th</sup>**

- Postmodernism in Design **1970's – 1980's and Beyond**

**READING ASSIGNMENT – pgs. 322-341**

**WEEK 11 – October 25<sup>th</sup> & October 27<sup>th</sup>**

- Digital Design **After the 1970's**

**WEEK 12 – November 8<sup>th</sup> & November 10<sup>th</sup>**

- Contemporary Design Dialog

**WEEK 13 – November 15<sup>th</sup> & November 17<sup>th</sup> NO CLASS (DEPT. OF ART RESEARCH DAY)**

- **STUDENT PRESENTATIONS OF FINAL PROJECT**

**WEEK 14 – November 22<sup>nd</sup> & November 24<sup>th</sup>**

- **STUDENT PRESENTATIONS OF FINAL PROJECT**

**WEEK 15 – November 29<sup>th</sup> & December 1<sup>st</sup>**

- **STUDENT PRESENTATIONS OF FINAL PROJECT**

**\* NEXT 3 BLOG ENTRIES DUE ON DEC 5<sup>TH</sup> BY 11:59pm**

**FINAL EXAM – December 6<sup>th</sup> 2:30-5:30**

- **STUDENT PRESENTATIONS OF FINAL PROJECT**