

AAD 0013 - HISTORY OF GRAPHIC DESIGN

Catalog Description

Hours: 54 lecture

Description: History of graphic design and visual communication, including the sociopolitical and cultural contexts, as well as the artistic and technological characteristics of various movements. It includes modern graphic design movements of the 20th century through the expansive media innovations of current day. (CSU, UC)

Course Student Learning Outcomes

- CSLO #1: Discuss the development of printed language from ancient civilizations up through contemporary processes.
- CSLO #2: Identify graphic design movements and key figures in who have had a significant impact on the History of Design, as well as their relation to world events that influenced them.
- CSLO #3: Analyze how design affects, and is affected by various cultures.
- CSLO #4: Describe the effect of changing technologies on the field of graphic design.
- CSLO #5: Identify the influence of historical styles of graphic design in contemporary graphics.

Effective Term

Fall 2022

Course Type

Credit - Degree-applicable

Contact Hours

54

Outside of Class Hours

108

Total Student Learning Hours

162

Course Objectives

Through written assignments, exams, student projects and class discussions students will:

1. Classify ancient writing systems and explain their impact on the development of visual and written communications.
2. Identify technological advancements in printing from cultures around the world and throughout history and how they shaped models of communication.
3. Compare and contrast the various historical methods of setting type, including eras, technologies, styles, and economic impacts and restrictions of the methods.
4. Analyze the influence and usage of photography on design and representation.

5. Distinguish between the art and design movements of the 19th and 20th centuries, focusing on their influences and the trajectory of visual communication styles.
6. Appraise the effect of digital technologies on the field of design, including the creation of graphics, setting of type, ubiquity and the democratization of visual media creation and publication
7. Analyze the political trends, attitudes, conflicts, and events that fueled modern and contemporary design and examine the impact of design on society and culture today.

General Education Information

- Approved College Associate Degree GE Applicability
 - AA/AS - Fine Arts
- CSU GE Applicability (Recommended-requires CSU approval)
 - CSUGE - C1 Arts
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)
 - IGETC - 3A Arts

Articulation Information

- CSU Transferable
- UC Transferable

Methods of Evaluation

- Classroom Discussions
 - Example: Students will be asked to respond to a discussion question after completing a reading assignment and reviewing the instructor's lecture materials. The instructor will initiate the discussion and monitor if for clarity, understanding, and accuracy. A comprehensive overview of the expectations will be outlined, and a rubric will be shared in advance to help students understand expectations and provide a framework for grading. Example: Pick a designer, movement, or technological innovation that occurred between 1900-1960. Share a summary of the subject/person, the impact on the industry and wider culture at the time, and an example of how it has influenced contemporary culture.
- Essay Examinations
 - Example: Students will be expected to write on defined topics related to the course material. Writing submissions should be at the college-level; these submissions should demonstrate accuracy, use related terminology from the course material, and incorporate compelling responses to writing prompts. A comprehensive overview of the expectations will be outlined, and a rubric will be shared in advance to help students understand expectations and provide a framework for grading. Example Identify, describe and explain the cultural, technological and historical influences that lead to the development of sans-serif typefaces.
- Objective Examinations
 - Example: Exams and quizzes will be given throughout the term to assess both formative and summative learning. True/False, multiple choice, matching, and short answer questions will reflect course reading assignments and class discussions. Example: Which of the following options are examples of Bauhaus design philosophy? Check all that apply.
- Projects
 - Example: Student projects will be assessed based upon completion of assignments on time, comprehension and

application of assignment requirements, use of critical thinking and originality in the completed projects. A comprehensive overview of the expectations will be outlined, and a rubric will be shared in advance to help students understand expectations and provide a framework for grading. Example: Create a slideshow using images found in contemporary design magazines. Label each slide with what you identify as being the historical design influences and movements by annotating the images and using specific course terminology that supports your statements.

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. The Instructor will give a reading assignment in advance of the class meeting on the topic of the exclusivity of printed content, and the eventual democratization of printing and communications in the digital era. Then, during the class meeting, the instructor will discuss some of the key elements from the writing sample and extend the conversation regarding who has the "right" to be a content producer. Students will then be given related prompts and be split into small discussion groups so they may work together to formulate responses that can then share out with the larger group. (Objective #10)

Distance Learning

1. After delivering lecture content and hosting discussion boards on the subject matter, the instructor will provide a set of accessible images that represent a variety of design movements and key designers throughout the 19th and 20th centuries for students to examine. Students will then be asked to identify, label and categorize the samples based on their understanding of the key aspects of the movement, or designers, via an online Quiz serving as a summative assessment. (Objective #5)

Typical Out of Class Assignments

Reading Assignments

1. Read the textbook chapter on the invention of writing, focusing on the various cultures in which early indications of language emerged. Come prepared to compare and contrast at least three separate cultures' methods and technologies, as well as timeframes. In addition, note the cultural implications of these early documents. 2. Read the textbook chapter on graphic design and the Industrial Revolution, focusing on the printing technologies that emerged. Reflect on the trajectory of printing technologies and come prepared to discuss the cultural impact of these modernizations in the US.

Writing, Problem Solving or Performance

1. Historical Font Observation For this assignment, you are put in the position of "type archaeologist," digging up historical fonts that are being used and abused today. You are required to analyze your found specimens from a historical and contemporary point of view in a two-three-page report. This project will put the historical "stories" of this class into a contemporary context. 2. Seek out and present a report to the class on a contemporary designer/design team and their work. Share evidence

of their historic design influences by isolating and presenting motifs, styles, typefaces, layout models, and/or any other recognizable attributes that you can tie to the history of graphic design, design movements and styles, typographic innovations, and/or printing or publishing innovations.

Other (Term projects, research papers, portfolios, etc.)

1. Design History/Music Mashup First, choose a designer or design movement covered in the course. Complete research on the designer or movement via course textbooks, the Internet, and your class notes to ensure that you understand it thoroughly. Finally, pick one of your favorite contemporary bands or musicians, and create a fictional concert poster for your band/musician using the historical designer or movement as your influence. Ensure that your design implements recognizable elements and attributes from the historical reference.

Required Materials

- Meggs' History of Graphic Design
 - Author: Meggs, Phillip B, and Purvis, Alston W.
 - Publisher: Wiley
 - Publication Date: 2016
 - Text Edition: 6th
 - Classic Textbook?: No
 - OER Link:
 - OER:
- Graphic Design: A New History
 - Author: Eskilson, Stephen J.
 - Publisher: Yale University Press
 - Publication Date: 2019
 - Text Edition: 3rd
 - Classic Textbook?: No
 - OER Link:
 - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.