

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: History of Design

CODE NO. : ADV 123 **SEMESTER:** Fall 2001

PROGRAM: GRAPHIC DESIGN

AUTHOR: RITCHIE DONAGHUE

DATE: JUNE 2001 **PREVIOUS OUTLINE DATED:**

APPROVED:

_____	DEAN	_____	DATE
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TOTAL CREDITS: 4 credits

PREREQUISITE(S):

HOURS/WEEK: 2 hours in class per week

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For additional information, please contact
School of Engineering Technology and Trades
(705) 759-2554, Ext. 485

I. COURSE DESCRIPTION:

This is a lecture based class that will explore and analyze the history of design. Visual communication will be the main emphasis but students will be exposed to many pertinent Design methods, these will include industrial design, painting and sculpture, architecture, interior design, film, photography, television and multi media. The course will begin with methods of verbal and pictorial communication in the medieval setting, followed by the history of the printed word. Typography will be a key component beginning with the development of roman alphabets and the introduction of moveable type (Gutenberg). As the chronology of the course enters the 19th and 20th century students will be asked to consider social implications of design, this will include methods of persuasion and propaganda.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. **Recognize various historical movements and styles**
Potential Elements of the Performance:
 1. The development of a more diverse visual vocabulary
 2. A more extensive appreciation of design as a holistic entity
2. **Recognize the social implications of design**
Potential Elements of the Performance:
 1. develop a respect for design and the role of a designer in contemporary society
3. **Utilize various design movements within a contemporary setting**
Potential Elements of the Performance:
 1. Recognize current market needs and appropriate various historical styles to develop visual solutions
4. **Develop written design rationales**
Potential Elements of the Performance:
 1. Utilize basic writing skills that will develop effective design rationales for client approval
5. **Create theme based design solution**
Potential Elements of the Performance:
 1. Extrapolate relevant information from research materials that can be applied on a per project basis

6. **Develop research and analysis methodology**

Potential Elements of the Performance:

1. Increase the effective use of research

III. TOPICS:

1. The need to communicate, western and eastern methods of communication before the printed word
2. Renaissance and the development of moveable type
3. Global effects of the printed word from the Renaissance to the industrial revolution. The effects of the industrial revolution and European social upheaval on America
4. The world wars and Vietnam war, the age of propaganda and the use of graphic design to inform and persuade. The creative exodus from Germany and the Bauhaus to America
5. The American school, the development of a consumer based economy in America and Europe
6. Photography, television, film and the world wide web. The development of graphic interface into contemporary society

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

*Required textbook: A History of Graphic Design/Philip B. Meggs –3rd ed.
ISBN 0-471-29198-6*

V. EVALUATION PROCESS/GRADING SYSTEM:

There will be two visual assignments requiring research and development of a visual solution that utilizes specific historical context. There will be one test at the end of term, the two assignments and test will be of equal value – 33% per assignment and test.

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies & Procedures Manual – Deferred Grades and Make-up</i>).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has not been possible for the faculty member to report grades.	

VI. SPECIAL NOTES:**Special Needs:**

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

<include any other special notes appropriate to your course>

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.

DEDUCTIONS - LATES & INCOMPLETES:**Lates:**

- An assignment is considered late if it is not submitted at the time and on the date specified by the instructor.
- A Late assignment will be penalized by a 5 % deduction for each week it is late. The total penalty will be deducted from the final grade eg 3 weeks late = 15 % deduction from the final grade.
- Maximum grade for a Late assignment is " C ".
- A Late assignment which is not executed to a minimum C (satisfactory) level will be assigned an Incomplete grade with additional penalties outlined below.

Incompletes:

- An Incomplete grade is assessed to an assignment which has not been executed to a minimum satisfactory (C grade) level or in which the directions have not been followed correctly.
 - An Incomplete assignment must be entirely re-done or corrected according to the instructor's specific instructions and re-submitted within one week.
 - An Incomplete assignment will be penalized by a 5 % deduction from the final grade.
 - Maximum grade for an Incomplete assignment is " C ".
- Incomplete assignments not submitted within the one week timeframe will be subject to 5 % late deductions for each week they are overdue.

Homework:

Because this course is 4 credits delivered in a 2 hour supervised studio format, the equivalent of 4 hour per week minimum of homework will be expected outside the scheduled studio class

Preliminary Studies:

- All assignments require preliminary or intermediate steps such as thumbnails, roughs, and preliminary comprehensive layouts.
- These intermediate steps are evaluated according to criteria established by the instructor and submitted according to established timelines. The final grade for each assignment will be an average of the grade achieved for all stages of the assignment. This reinforces the importance of the preliminary stages of each project.
- Preliminary studies which are late or incomplete will be subject to the same penalty deductions as final presentations. Maximum grade for late or incomplete preliminary studies is "C".

ATTENDANCE:

- 80% attendance is mandatory. A **maximum of 3 classes absent** (total 6 hours) will be tolerated.
- There will be a **10 % penalty** deduction from the final grade for each class missed after the maximum allowed of 3; a **5 % penalty** deduction will be assessed for half classes missed (before or after the break).
- A student who arrives any time after the class has begun will be assessed a **late** penalty of a half class missed - **5 %** deduction from final grade.

MIDTERM ("S" or "U"):

Midterm grades are "S" for Satisfactory progress, and "U" for Unsatisfactory progress. Unsatisfactory progress in two or more courses requires an appointment with the Program Co-ordinator or the School's Dean.