

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



Sault College

**COURSE OUTLINE**

**COURSE TITLE:** HISTORY OF DESIGN II

**CODE NO. :** ADV228                      **SEMESTER:** 3

**PROGRAM:** GRAPHIC DESIGN

**AUTHOR:** RITCHIE DONAGHUE

**DATE:** June 09F      **PREVIOUS OUTLINE DATED:** 08F

**APPROVED:**

	"B. Punch"	
	_____	_____
	<b>CHAIR</b>	<b>DATE</b>

**TOTAL CREDITS:** 4 CREDITS

**PREREQUISITE(S):**

**HOURS/WEEK:** 2 HOURS IN CLASS PER WEEK

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## I. COURSE DESCRIPTION:

This is a lecture-based class that will explore and analyze the history of design from the end of the first world war to the present day. Graphic design 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, and multi media. The course will begin with methods of verbal and pictorial communication in the post war era of c.1925. Visual communication in the areas of advertising, packaging and editorial design will be the main emphasis. The course will also trace the development of industrial design, architecture and interior design. As the chronology of the course enters the era of the second world war to present day will be asked to consider social implications of design, this will include methods of persuasion and propaganda. The last major area of design to be studied is the development of the digital era beginning with the development of the personal computer, the Apple (Mac) computer, graphic interface and the world wide web. Students will asked to develop seminars on specific designers or subjects for class presentations.

## II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. **Recognize modern historical movements and styles**  
Potential Elements of the Performance:
  - The development of a more diverse visual vocabulary in contemporary context.
  - develop a more extensive appreciation of design as a holistic entity
2. **Recognize the social implications of design**  
Potential Elements of the Performance:
  - 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:
  - Recognize current market needs and appropriate various historical styles to develop visuals solutions
4. **Develop seminars for class presentations**  
Potential Elements of the Performance:
  - Utilize research materials from the college library as well as the internet to develop effective seminars for class presentations
5. **Create theme based design solution**  
Potential Elements of the Performance:
  - 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:
  - Develop verbal skills and writing skills in design context through regular critiques of ongoing projects

**III. TOPICS:**

1. The need to adapt, design as an exportable commodity for a more global environment
2. The effect of digital technology on design, with particular emphasis on typography
3. Conflict and the media, an overview of editorial photography from the second world war to present day.
4. The integration of industrial design, modern art and entertainment into the modern home and workplace
5. The development of “digital design” with particular emphasis on the development and utilization of the world wide web and internet.
6. The integration of word and image in advertising—including print, television and the internet.

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

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

**Research:**

Students should bring a notebook, pen and pencil to each class. Students will be given advance notice as to additional materials on a per project basis. Students are encouraged to use extensive research methods for obtaining proper visual references in the brainstorm/ideation process for design problem-solving. Research materials are welcome in the classroom to assist in the development of images. However, the direct copying of research reference is strictly prohibited by copy infringement laws. Wherever possible, the student should use real life visual reference rather than relying on existing two-dimensional imagery.

**V. EVALUATION PROCESS/GRADING SYSTEM:**

There will be four major assignments requiring research and development of a visual solutions and presentation seminars that utilize specific historical styles and methods. Each assignment is worth 20% There will be two tests throughout the term, worth 10% per test.

**DEDUCTIONS – LATES AND FAILS****Lates:**

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

A late assignment will be penalized by a 5% deduction for each week that

it's late. The total late penalty Will be deducted from the final grade. Eg. 3 weeks late = 15% deduction from final grade.

Maximum grade for a late assignment is "C"

A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlines below

**Fail:**

A fail grade (F) is assessed to an assignment that has not been executed to a minimum satisfactory "D" grade level or in which the directions have not been followed correctly.

A failed assignment must be entirely re-done or corrected according to the instructor's specific instructions and resubmitted within one week.

A failed assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for a failed assignment is "C"

Failed assignments not submitted within the one week

Time frame will be subject to 5% late deductions for each week they are overdue.

***Resubmission policy.***

Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student.

- a) an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.
- b) an assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the section for Lates and Fails in this outline.
- c) the resubmitted project must be accompanied by the original project and the original evaluation sheets (with written indication of grade breakdown) provided by the professor
- d) assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.
- e) Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted
- f) it must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the

learning experiences, practice, and achievement of learning outcomes achieved by the student during later sessions in the semester.

g) When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade

h) Assignments will not be accepted for resubmission to include preliminary studies. Preliminary studies should be completed before the commencement of work on final comprehensives and as such will only be considered for evaluation on or before the original submission. Assignments resubmitted to include preliminaries must be completely re-done and have a new creative direction for evaluation.

**Attendance:**

Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes and inform the instructor of an anticipated absence. Attendance is mandatory for this course to ensure the course requirements and objectives are met. A total absence of 3 classes for the semester will be tolerated. After 3 absences penalties will take effect, an additional 10% will be deducted from the final grade for this course per class missed.  
 i.e. 4 classes missed = 10% deduction from final grade  
 5 classes missed = 20% deduction from final grade

**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.

Reclaiming and Retaining Past Assignments

For the development of student portfolios it is important that ALL past assignment work be reclaimed and retained by the student.

It is the students, responsibility to reclaim assignments after they have been assessed. Marked assignments will be returned by faculty during classroom sessions and a notice will be posted at the front of the classroom noting that the assignment has been returned. If a student is absent on the day that work is returned the work will be held by faculty for a minimum of three weeks from the return date after which, due to a shortage of storage space, the work may be discarded

**The following semester grades will be assigned to students:**

<b>Grade</b>	<b><u>Definition</u></b>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

**VI. SPECIAL NOTES:****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.

**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.

**Prior Learning Assessment:**

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be

required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

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

#### Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

#### Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

#### Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may (i) issue a verbal reprimand, (ii) make an assignment of a lower grade with explanation, (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade “C”, (iv) make an automatic assignment of a failing grade, (v) recommend to the Chair dismissal from the course with the assignment of a failing grade. 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.

#### Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic

calendar of events, class cancellations, your learning management system (LMS), and much more. Go to <https://my.saultcollege.ca>.

Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. *It is the departmental policy that once the classroom door has enclosed, the learning process has begun. Late arrivers will not be granted admission to the room.*

Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of November will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.