

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



**SAULT
COLLEGE**

COURSE OUTLINE

COURSE TITLE: Design History 2

CODE NO. : ADV 228

SEMESTER: 3

PROGRAM: Graphic Design

AUTHOR: Terry Hill

DATE: May 2013

PREVIOUS OUTLINE DATED: May 2012

APPROVED:

"Colin Kirkwood"

May 22/13

DEAN

DATE

TOTAL CREDITS: 4

PREREQUISITE(S): Design History 1 ADV 123

HOURS/WEEK: 2

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For additional information, please contact Colin Kirkwood, Dean
Environment/Design/Business
(705) 759-2554, Ext. 2688

I. COURSE DESCRIPTION:

This course examines the history of design and art from the early twentieth century through to the present day in Europe and North America. Students are required to gain both an academic and technical understanding of the course material via assignments and presentations that include: image identification, definitions, discussions and illustration exercises. Assignments and class work will also emphasize the development of visual vocabularies and creative skills through the analysis of form and function.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. Recognize and describe historical development of designPotential Elements of the Performance:

Demonstrate an ability to identify hallmark characteristics if stylistic trends both verbally and visually Demonstrate an ability to link design styles and trends to a historical timeline Make comparisons between contemporary design and historical trends to identify influences

2. Acquire a broad historical knowledge of designPotential Elements of the Performance:

demonstrate an ability to link stylistic trends in various design disciplines and fine arts. Develop an understanding that design is multi-disciplined Develop an understanding of how design links to fine arts

3. Demonstrate an understanding of change in regards to the relationship of stylistic trends and technologyPotential Elements of the Performance:

demonstrate an ability to link stylistic trends in various design disciplines with technological advancements of the time. Demonstrate an ability to identify hallmark characteristics if stylistic trends both verbally and visually

4. Practice oral presentation skillsPotential Elements of the Performance:

demonstrate an ability to research a topic, write notes and cite resources demonstrate an ability to deliver an oral presentation to a group on the topic of study

demonstrate an ability to research a topic, develop visual aids to oral presentation

III. TOPICS:

1. Art Nouveau movement and the “isms” of the early 1900’s
2. The Bauhaus and the New Typography
3. Influence of WW2 on design
4. Influence of photographic type manipulations
5. New York School
6. Advances in the digital age re: design
7. Design today and projections for tomorrow

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Required textbook: A History of Graphic Design/Philip B. Meggs

V. EVALUATION PROCESS/GRADING SYSTEM:**Assignments and tests = 100% of final grade**

Assignment grades = 100% of the course Students must submit every assignment in the course to be granted credit for the semester. Students must take note of late/fail policy and resubmission policy below. Assignments and syllabus of this course will be discussed by the instructor at the start of the semester. They will be (but are not limited to) short quizzes based on the text and/or lectures and visually based assignments

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	
A	80 – 89%	4.00
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:

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.

All assignments must be submitted to a satisfactory level to achieve credit for this course

Lates:

An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (65%) grade.

If an assignment deadline is missed the student **MUST** immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.

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

Fail:

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

Upon achieving a Fail(F) grade (below 50%) the student must meet with the instructor **immediately** to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.

Maximum grade for a failed assignment is "C" (65%)

If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.