

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: HISTORY OF DESIGN

CODE NO. : ADV123 **SEMESTER:** WINTER
2007

PROGRAM: GRAPHIC DESIGN

AUTHOR: RITCHIE DONAGHUE

DATE: DEC **PREVIOUS OUTLINE** JANUARY
2006 **DATED:** 2005

APPROVED:

_____ **DEAN** _____ **DATE**

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. 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, 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:
 - The development of a more diverse visual vocabulary
 - 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 visual solutions
4. **Develop written design rationales**
Potential Elements of the Performance:
 - Utilize basic writing skills that will develop effective design rationales for client approval
5. **Create theme based design solutions**
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 in design context through regular critiques of ongoing projects

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 civil and world wars one, 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 development of pictorial modernism in both graphic design and modern art.
6. Photography and the integration of photography into graphic design and editorial journalism

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

*Required textbook: A History of Graphic Design/Philip B. Meggs –3rd 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 two visual assignments requiring research and development of a visual solution that utilizes specific historical context. There will be four tests throughout the term, the two assignments and the tests will be of equal value – 30% per assignment and 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 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.

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

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:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
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:

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 professor and/or the Special Needs office. Visit Room E1101 or call Extension 703 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.

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.