COURSE OUTLINE: GRD205 - DESIGN HISTORY

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Approved: Bob Chapman, Chair, Health

Course Code: Title	GRD205: DESIGN HISTORY
Program Number: Name	1094: DIGITAL MEDIA
Department:	GRAPHIC DESIGN
Semesters/Terms:	21W
Course Description:	A solid background and understanding of historical design trends will provide the future Graphic Designer information and an understanding that will help develop creative approaches to future design challenges. A study of major recent design movements will be studied in this active and interactive course.
Total Credits:	3
Hours/Week:	3
Total Hours:	63
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	ADV228
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**1094 - DIGITAL MEDIA** VLO 3 Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief. VLO 5 Communicate ideas, design concepts and opinions clearly and persuasively to others. VLO 6 Use recognized industry practices throughout the design process and related business tasks. VLO 8 Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others. EES 9 Interact with others in groups or teams that contribute to effective working

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.

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	relationships and the achievement of goals.
	EES 10 Manage the use of time and other resources to complete projects.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.
General Education Themes:	Arts in Society
	Social and Cultural Understanding
Course Evaluation:	Passing Grade: 50%, D
	A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Other Course Evaluation & Assessment Requirements:	Lates: An assignment is considered late if it is not submitted at the time and date specified by the instructor. Maximum grade for a late assignment is a C (65%)
	Fail: A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory of a 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 a timeframe specified through immediate discussion with the professor.
	Maximum grade for a failed assignment is a C
	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
Books and Required Resources:	A History of Graphic Design by Philip B. Meggs Publisher: Wiley Edition: 6th ISBN: (10) 1118772059 ISBN-13: 9781118772058
Course Outcomes and Learning Objectives:	

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Recognize and describe historical development of design.	1.1 Demonstrate an ability to identify hallmark characteristics if stylistic trends both verbally and visually. 1.2 Demonstrate an ability to link design styles and trends to a historical timeline. 1.3 Make comparisons between contemporary design and historical trends to identify influences.
Course Outcome 2	**Learning Objectives for Course Outcome 2**

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2. Acquire a broad historical knowledge of design.	2.1 Demonstrate an ability to link stylistic trends in various design disciplines and fine arts. 2.2 Develop and demonstrate that design is a multi-disciplied profession. 2.3 Develop an understanding of how design links to fine arts.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
3. Demonstrate an understanding of change in regards to the relationship of stylistic trends and technology.	3.1 Demonstrate an ability to link stylistic trends in various design disciplines with technological advancements of the time. 3.2 Demonstrate an ability to identify hallmark characteristics if stylistic trends both verbally and visually.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
4. Identify and compare the impact of historical artistic trends on the Graphic Design community and society	4.1 Distinguish between different genres and time periods in art history. 4.2 Discuss the relevance of art characteristics and the historical influences within Graphic Design. 4.3 Discuss and analyze the significance of historical stylistic trends and the influences it may have in today`s society.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments and Projects	70%
In-Class Assignments	10%
Tests	20%

Date: January 11, 2021

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.

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