

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Design History 1

CODE NO. : ADV 123

SEMESTER: 02

PROGRAM: Graphic Design

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DATE: May 14

PREVIOUS OUTLINE DATED: May 13

APPROVED:

"Colin Kirkwood"

June 4/14

DEAN

DATE

TOTAL CREDITS: 4

PREREQUISITE(S): College and Program Admission Requirements

HOURS/WEEK: 2

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I. COURSE DESCRIPTION:

This survey course in design history will allow the student to explore past stylistic movements in design starting with medieval times and illuminated manuscripts and moving along to the invention of moveable type, Victorian design and the industrial revolution, the advent of photography, the arts and crafts movement, art nouveau, and ending with the “isms” of the early 20th century. Particular attention will be given to the relationship of design style and technological advances of the time-

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 of 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 of stylistic trends both verbally and visually

5. 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

6. **Practice visual presentation skills**

Potential Elements of the Performance:

- demonstrate the ability to design a presentation to an audience to communicate design and design history related concepts in a visually exciting manner

III. TOPICS:

1. The need to communicate, western and eastern methods of communication and the development of alphabets
2. Mediaeval manuscripts
3. Victorian design, industrial revolution and the advent of photography
4. Arts and Crafts movement
5. Art nouveau movement and the ism's of the early 1900's
6. Presentation techniques (visual and verbal)

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Required textbook: A History of Graphic Design/Philip B. Meggs –5th ed.

ISBN 978-1-118-01718-0

This text is also available on ipad through the inkling app

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:

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.

DEDUCTIONS – LATES AND FAILS**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 “C”

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 a timeframe specified through immediate discussion with the professor

Maximum grade for a failed assignment is “C”

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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

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
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.	

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.