

# SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



## COURSE OUTLINE

**COURSE TITLE:** Design History 2

**CODE NO. :** ADV 228

**SEMESTER:** 3

**PROGRAM:** Graphic Design

**AUTHOR:** Terry Hill

**DATE:** May 2015

**PREVIOUS OUTLINE DATED:** May 2014

**APPROVED:** "Colin Kirkwood"

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**DEAN**

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**DATE**

**TOTAL CREDITS:** 4

**PREREQUISITE(S):** Design History 1 ADV 123

**HOURS/WEEK:** 2

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**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 design**Potential 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 design**Potential Elements of the Performance:

Demonstrate an ability to link stylistic trends in various design disciplines and fine arts.

Develop an understanding that design is multidisciplinary

**3. Demonstrate an understanding of change in regards to the relationship of stylistic trends and technology**Potential 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

**4. Practice oral presentation skills**Potential 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%	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:****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

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 and %5 deduction for lates.

i.e. 4 classes missed = 10% deduction from final grade

4 classes missed and 1 late = 15% deduction from final grade

***DEDUCTIONS – LATES AND FAILS***

**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.

**Homework:**

This is a four credit course delivered in a 2 hour supervised format. It is expected that a minimum of one-hour homework be done each week.

**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.

Printed or traditional media assignments, will be returned during a class session, and if absent, it is the student's responsibility to reclaim the assignment. Assignments will be held by the faculty for a maximum of three weeks after which, the work will be discarded.

**Resubmission policy**

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

- an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.
- 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.
- 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
- 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.
- Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted
- 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.
- When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade
- 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.

**VII. COURSE OUTLINE ADDENDUM:**

1. The provisions contained in the addendum located in D2L and on the portal form part of this course outline.