

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



Sault College

**COURSE OUTLINE**

**COURSE TITLE:** HISTORY OF DESIGN II

**CODE NO. :** ADV228                      **SEMESTER:** FALL 2007

**PROGRAM:** GRAPHIC DESIGN

**AUTHOR:** RITCHIE DONAGHUE

**DATE:** JUNE 2007              **PREVIOUS OUTLINE DATED:** SEPT 2006

**APPROVED:**

	_____	_____
	<b>DEAN</b>	<b>DATE</b>

**TOTAL CREDITS:** 4 CREDITS

**PREREQUISITE(S):** ADV123

**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 from the end of the first world war to the present day. Graphic design 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 post war era of c.1925. Visual communication in the areas of advertising, packaging and editorial design will be the main emphasis. The course will also trace the development of industrial design, architecture and interior design. As the chronology of the course enters the era of the second world war to present day will be asked to consider social implications of design, this will include methods of persuasion and propaganda. The last major area of design to be studied is the development of the digital era beginning with the development of the personal computer, the Apple (Mac) computer, graphic interface and the world wide web. Students will asked to develop seminars on specific designers or subjects for class presentations.

## II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1. **Recognize modern historical movements and styles**  
Potential Elements of the Performance:
  - The development of a more diverse visual vocabulary in contemporary context.
  - 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 visuals solutions
4. **Develop seminars for class presentations**  
Potential Elements of the Performance:
  - Utilize research materials from the college library as well as the internet to develop effective seminars for class presentations
5. **Create theme based design solution**  
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 and writing skills in design context through regular critiques of ongoing projects

**III. TOPICS:**

1. The need to adapt, design as an exportable commodity for a more global environment
2. The effect of digital technology on design, with particular emphasis on typography
3. Conflict and the media, an overview of editorial photography from the second world war to present day.
4. The integration of industrial design, modern art and entertainment into the modern home and workplace
5. The development of “digital design” with particular emphasis on the development and utilization of the world wide web and internet.
6. The integration of word and image in advertising—including print, television and the internet.

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

*Required textbook: A History of Graphic Design/Philip B. Meggs –3<sup>rd</sup> 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 major assignments requiring research and development of a visual solutions and presentation seminars that utilize specific historical styles and methods. 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 outlines 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 form 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:

<b>Grade</b>	<b><u>Definition</u></b>	<b><i>Grade Point Equivalent</i></b>
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.

## 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.

### Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

### 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.