COURSE INFORMATION FORM

DISCIPLINE: Art  
COURSE TITLE: History of Graphic Design

CR.HR: 3  
LECT HR: 3  
LAB HR: 0  
CLIN/INTERN HR: 0  
CLOCK HR: 0

CATALOG DESCRIPTION

Students will obtain an overview of the evolution of graphic communication from pre-history through Postmodern Design and the Digital Revolution. Students will be able to identify the works of influential artists, movements, and the impacts of world historical events, technology, and social tendencies on graphic design.

PREREQUISITES

None

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)

Upon completion of this course, the student will be able to:

1. Identify designers, styles, and media of different time periods in history.
2. Identify and describe the role and influence of graphic design on society and culture.
3. Identify the impact and role of technology on graphic design.
4. Identify the work and contributions of influential designers and movements within the graphic design industry.
5. Define and apply art and design terminology.
6. Develop formal critical analysis skills of design through writing and discussion.
7. Relate works of art and design to one’s personal experience.
GENERAL EDUCATION OUTCOMES (ESO)

Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

1. Communication:
   B. Reading Skills
      4. Determine meaning from context (ESO#2,4)

2. Critical Thinking:
   B. Define, analyze, and evaluate information, materials and data (ESO#5,6,7)
      4. Integrate information and see relevant relationships that broaden and deepen understanding

3. Life-Long Learning
   A. Open-minded Inquiry
      2. Locate resources (ESO#1,2,4)

6. Humanities
   A. Describe the scope and variety of works in the arts and humanities (ESO# 4)
   B. Explain the historical and social contexts of imaginative art and speculative thought (ESO# 1,2,3.4)
   C. Identify aesthetic standards used to make critical judgments (ESO# 5,6)
   D. Develop a plausible understanding of the differences and relationships between formal and popular culture (ESO# 4)
   E. Articulate a response to participation in, or observance of, works in the arts and humanities, based upon aesthetic standards (ESO# 5,6,7)

PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Evaluations will be based on written and oral exams. (ESO#1,2,3,4,5,6)
2. Assignments to assess conceptual and practical understanding of the subject and the student’s ability to establish critical criteria for judgment and projection. (ESO#1,2,3,4,5,6,7)
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. The Graphic Design process and role in modern society  
   A. Key artists/designers and their work  
   B. Key design companies, type foundries, and their work  
   C. Notable art/design works, type designs, publications, & communication media

II. Written Communication  
   A. Invention of writing  
   B. Alphabets  
   C. Calligraphy  
   D. Illuminated manuscripts

III. Origins of Typography and design for printing  
   A. Europe  
   B. Renaissance  
   C. Rococco  
   D. Origins of information graphics

IV. Industrial Revolution  
   A. Its impact of graphic design  
   B. Arts and Crafts Movement  
   C. Art Nouveau  
   D. Art Deco

V. First half of the 21st Century  
   A. Influence of Modern Art  
      1. Cubism  
      2. Futurism  
      3. Dada  
      4. Surrealism  
      5. Expressionism  
      6. Russian Suprematism and Constructivism  
      7. DeStijl  
   B. Impact of world wars  
   C. Design Schools and Philosophies
1. Plakatstil
2. The Bauhaus
3. The New York School
D. Typeface design
E. Advertising

VI. Information Age
   A. The International Typographic Style/Swiss Design
   B. Editorial design
   C. Advertising
   D. Corporate Identity Systems

VII. Modern design concepts and influences
   A. Third world designs
   B. Rise of Japanese design
   C. The Netherlands
   D. American Modernism

VIII. Postmodern design
IX. Retro and Vernacular design

X. Digital Revolution
   A. Digital type foundry
   B. Digital imaging
   C. Interactive media
   D. The Internet and the World Wide Web