GRDSN 109: HISTORY OF DESIGN

Course Description: This course is designed to focus on major design movements as they relate to visual communication. Beginning with the invention of writing and continuing to the present day key ideas, social/political/cultural developments and technologies are examined. Through observations and comparisons the course illustrates the relationships between various design disciplines. This course requires research, writing and presentation of exploring visual communications role in society and popular culture.

At the completion of this course, students will have been introduced to:

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GRDSN 109 (HISTORY OF DESIGN) COURSE OUTLINE IS AS FOLLOWS:

1. Task 1: The Invention of Writing
   1.1 Describe prehistoric visual communications
   1.2 Identify mediums used in early human markings
   1.3 Compare earliest writings
   1.4 Identify visual communication
   1.5 Compare writing and tools used

2. Task 2: Alphabets
   2.1 Compare Cretan, North Semitic, Aramaic, Greek, Latin and Korean Alphabets
2.2 Identify characteristics of letterforms
2.3 Demonstrate evolutionary steps of Western alphabets

3. Task 3: Asian Contribution
   3.1 Create calligraphic symbols
   3.2 Compare pictographic symbols
   3.3 Create pictographic symbols
   3.4 Identify tools and medium used
   3.5 Describe the invention of early movable type

4. Task 4: Illuminated Manuscripts
   4.1 Compare Celtic, Spanish, Judaic, Islamic, and Gothic Manuscripts
   4.2 Identify tools and medium used
   4.3 Demonstrate typographic styles and book design

5. Task 5: European Printing Techniques
   5.1 Demonstrate early European block prints
   5.2 Identify usage of block printing
   5.3 Discuss the development of movable type
   5.4 Identify parts of the type mold

6. Task 6: Renaissance Graphic Design
   6.1 Define Renaissance Graphic Design
   6.2 Discuss the differences between Renaissance and early Manuscript design
   6.3 Compare the styles, tools and techniques used.
   6.4 Identify social and political issues that lead to changes in content

7. Task 7: Typographic Styles
   7.1 Compare various type styles and design
   7.2 Identify typographic tools used
   7.3 Compare various type designers
   7.4 Describe the origins of information graphics

8. Task 8: Visual Communication and the Industrial Revolution
   8.1 Identify innovations in typography
   8.2 Describe the revolution of printing
   8.3 Discuss the mechanization of typography
   8.4 Identify inventors of photography
   8.5 Discuss the impact of photography of communication
   8.6 Identify photographic techniques and applications
   8.7 Compare the development of letterpress, lithography and chromolithography

9. Task 9: Arts and Crafts Movement
   9.1 Discuss the Century Guild
   9.2 Compare the different design elements and layouts used
   9.3 Identify revisions made to book design and layout
10. Task 10: Art Nouveau and the influence on Visual Communication
   10.1 Discuss the influence of Ukiyo-e
   10.2 Identify relationships between Architecture, Interior Design, Product & Graphic Design
   10.3 Compare the differences between English, French, Belgium and the Netherlands influence on Art Nouveau

11. Task 11: Twentieth Century Design
   11.1 Characterize Frank Lloyd Wright and his influence on design
   11.2 Compare the Vienna Secession to Art Nouveau
   11.3 Discuss graphic standards

12. Task 12: The Influence of Modern Art on Visual Communication
   12.1 Compare Cubism, Futurism, Dada, Surrealism, Expressionism
   12.2 Identify techniques and styles
   12.3 Compare the different design elements and layouts used
   12.4 Describe photographic techniques

   13.1 Describe Plakatstil
   13.2 Discuss propaganda posters
   13.3 Compare war poster illustration styles
   13.4 Identify aspects of Russian Constructivism
   13.5 Identify aspects of De Stijl

   14.1 Identify designers of the Bauhaus
   14.2 Discuss the impact of Laszlo Maholy-Nagy
   14.3 Categorize the techniques used in “Elementare Typographie”

15. Task 15: The Modern Movement in America
   15.1 Demonstrate the European influence
   15.2 Compare Informational and Scientific Graphics
   15.3 Discuss the Works Progress Administration

16. Task 16: The International Typographic Style
   16.1 Identify the pioneers of the movement
   16.2 Identify elements of Swiss design
   16.3 Compare and utilize sans-serif typefaces
   16.4 Discuss the philosophy of design

17. Task 17: The New York School of Design
   17.1 Identify the pioneers of the movement
   17.2 Identify the mediums and techniques used
   17.3 Discuss the editorial revolution
   17.4 Demonstrate advertising
   17.5 Demonstrate typographic expression
   17.6 Discuss corporate identity and visual systems
18. Task 18: The Conceptual Image
   18.1 Compare European, Asian, and American Poster Design
   18.2 Discuss global visual communication
   18.3 Discuss the rise of Japanese Design

19. Task 19: Postmodern Design
   19.1 Demonstrate early Swiss Design
   19.2 Identify new-wave typography
   19.3 Discuss the Memphis and San Francisco Schools
   19.4 Discuss Retro Vernacular Design

20. Task 20: The Digital Revolution
   20.1 Demonstrate the origins of computer-aided graphic design
   20.2 Describe PostScript technology and its influence
   20.3 Identify and list designers of the digital revolution
   20.4 Discuss the digital type foundry
   20.5 Describe Interactive media
   20.6 Discuss Interaction design
   20.7 Identify major changes in the History of the Internet
   20.8 Discuss the World Wide Web and its impact on communication
   20.9 Demonstrate the new digital typographic expression
   20.10 Identify the new generation of electronic media and devices