

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:

<u>TASK</u>	<u>TOPIC</u>
1	Invention of Writing
2	Alphabets
3	Asian Contribution
4	Illuminated Manuscripts
5	European Printing Techniques
6	Renaissance Graphic Design
7	Typographic Styles
8	Visual Communication and the Industrial Revolution
9	Arts and Crafts Movement
10	Art Nouveau and the influence on Visual Communication
11	Twentieth Century Design
12	The Influence of Modern Art on Visual Communication
13	The Modernist Era
14	The Bauhaus and the New Typography
15	The Modern Movement in America
16	The International Typographic Style
17	The New York School of Design
18	The Conceptual Image
19	Postmodern Design
20	The Digital Revolution

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. Task 13: The Modernist Era

- 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. Task 14: The Bauhaus and the New Typography

- 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