

GD 15 Course Outline as of Fall 2010**CATALOG INFORMATION**

Dept and Nbr: GD 15

Title: HISTORY GRAPHIC DESIGN

Full Title: History of Graphic Design

Last Reviewed: 4/25/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	3	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:

Exploration of the development of graphic design. A broad survey of notable stages and accomplishments in the evolution of graphic design from prehistory to the present. Examines how, through the centuries, particular cultures, movements, works and individuals affect graphic design today.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:**Schedule of Classes Information:**

Description: Exploration of the development of graphic design. A broad survey of notable stages and accomplishments in the evolution of graphic design from prehistory to the present. Examines how, through the centuries, particular cultures, movements, works and individuals affect graphic design today. (Grade Only)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;UC.

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area			Effective:	Inactive:
	E	Humanities		Fall 2010	
CSU GE:	Transfer Area			Effective:	Inactive:
	C1	Arts		Fall 2010	
IGETC:	Transfer Area			Effective:	Inactive:
	3A	Arts		Fall 2010	
CSU Transfer:	Transferable	Effective:	Fall 2010	Inactive:	
UC Transfer:	Transferable	Effective:	Fall 2010	Inactive:	

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Upon completion of the course, students will be able to:

1. Evaluate and interpret the content of our present graphic and visual communications environment through understanding the sources of modern graphic design.
2. Analyze and describe past graphic design movements styles as they reflect the culture of various periods from prehistory to modern times.
3. Examine how our lives are influenced by our relationship to the graphic and visual communications environments around us.
4. Develop ideas for new design through exposure to alternative graphic and visual design styles.
5. Locate and utilize resources from graphic design history.
6. Evaluate the multicultural and gender influences on Western design by identifying global contributions.

Topics and Scope:

I. Introduction

A. Essence of graphic design

1. Bring order and clarity to information
2. Give visual form to ideas and concepts
3. Store knowledge in graphic form
4. Give expression and feeling to artifacts that document human experience

B. Origin of the term "graphic design"

C. Importance of being literate in the history of the profession

II. Graphic Design: The Visual Message from Prehistory through the Medieval Era

A. The invention of writing

B. Alphabets

- C. Middle Eastern contributions
- D. Asian contributions
- E. Illuminated manuscripts
- III. Origins of European Typography and Design for Printing
 - A. Printing comes to Europe
 - B. The German illustrated book
 - C. Renaissance graphic design
 - D. Eighteenth century typographic originality
- IV. The Industrial Revolution: Impact of Industrial Technology upon Visual Arts
 - A. Arts and Crafts movement and its heritage
 - B. Art Nouveau
 - C. Genesis of twentieth century design
- V. Modernist Era: Graphic Design in the First Half of the Twentieth Century
 - A. Influence of modern art
 - B. Pictorial modernism
 - C. New language of form
 - D. The Bauhaus and the new typography
 - E. Modern movement in America
- VI. Age of Information: Graphic Design in the Global Village
 - A. International typographic style
 - B. The New York School
 - C. Corporate identity and visual systems
 - D. Conceptual image
 - E. National visions within a global dialogue
 - 1. Japan
 - 2. Latin America and the Hispanic contribution
 - F. Postmodern design
 - G. Women in graphic design
 - H. Digital revolution and beyond

Assignment:

1. Daily in-class, hands-on exercises relating to subject material under discussion.
2. Compile an annotated bibliography of research resources.
3. Field trip (will replace one day of class lecture).
4. Report on class field trip (3-5 pages).
5. Term paper (6-10 pages, illustrated) with annotated bibliography of research resources.
6. Midterm
7. Final exam
8. Reading: 25 - 40 pages per week.
9. Multiple choice quizzes on the reading.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Term paper with annotated bibliography; field trip report.
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Writing 40 - 60%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Locate and compile examples - for the term paper.
In class design exercises relating to current topic.

Problem solving
5 - 10%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations
0 - 0%

Exams: All forms of formal testing, other than skill performance exams.

Quizzes on the reading, multiple choice final exam, midterm.

Exams
30 - 50%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance, participation in daily discussions

Other Category
5 - 10%

Representative Textbooks and Materials:

Meggs' History of Graphic Design. Alston W. Purvis. John Wiley & Sons, Inc., 2005.
Graphic Design: A History. Alain Weill. Harry N. Abrams, Inc., 2004.