

CATALOG INFORMATION

Dept and Nbr: APGR 15

Title: HISTORY GRAPHIC DESIGN

Full Title: History of Graphic Design

Last Reviewed: 3/12/2007

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	17.5	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 or P/NP

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

Also Listed As:

Formerly: APGR 55

**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 or P/NP)  
Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit:

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

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>		Effective:	Inactive:
	E	Humanities	Spring 2008	Fall 2010
<b>CSU GE:</b>	<b>Transfer Area</b>		Effective:	Inactive:
	C1	Arts	Spring 2008	Fall 2010
<b>IGETC:</b>	<b>Transfer Area</b>		Effective:	Inactive:
	3A	Arts	Spring 2008	Fall 2010
<b>CSU Transfer:</b>		Effective:	Inactive:	
<b>UC Transfer:</b>		Effective:	Inactive:	

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon completion of this course, the student 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:**

Representative assignments:

1. Locate and compile examples of visual/graphic communication from each of the 5 major eras discussed.
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).
6. Midterm; final exam.
7. Reading: 25 - 40 pages per week.
8. Weekly reading reports, 2-3 pages each.

### **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 papers, Annotated bibliography; reports.

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

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.

Multiple choice, Completion, Short answer; essay.

Exams  
30 - 50%

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

Attendance and participation

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.

Objects of Desire: Design and Society, 1750-1980. Adrian Forty. Thames & Hudson Limited, 1986.

The Total Package: The Evolution and Secret Meanings of Boxes, Bottles, Cans and Tubes. Thomas Hine. DIANE Publishing Company, 2001.

The Machine Age in America. Richard Guy Wilson. Harry N. Abrams, 1986.

Instructor prepared materials.