

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 or P/NP

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 or P/NP)
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

Approval and Dates

Version:	03	Course Created/Approved:	9/28/2009
Version Created:	11/8/2016	Course Last Modified:	1/2/2021
Submitter:	Abe Farkas	Course last full review:	4/25/2022
Version Status:	Approved (Changed Course)	Prereq Created/Approved:	4/25/2022
Version Status Date:	11/28/2016	Semester Last Taught:	Fall 2020
Version Term Effective:	Summer 2017	Term Inactive:	Spring 2021

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Identify, analyze, and evaluate current graphic design within the context of past graphic design movements as to the design's effectiveness and influence on our modern day-to-day lives.
2. Find effective resources from graphic design history to apply to modern design.

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. Asian contributions

D. 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. The epoch of typographic genius

IV. The Industrial Revolution: Impact of Industrial Technology upon Visual Arts

A. Arts and Crafts movement

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. Postmodern design

F. National visions within a global dialogue

1. Japan

2. Latin America and the Hispanic contribution

G. Women in graphic design

H. Digital revolution and beyond

Assignment:

1. Daily in-class, hands-on exercises and notes relating to subject material under discussion.
2. Compile an annotated bibliography of research resources.
3. Offset lithography paper (1,000 words).
4. Term paper (1,500-2,000 words, illustrated) with annotated bibliography of research resources.

5. 15-20 quizzes and exams
6. Reading: 25 - 40 pages per week.

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 and Offset lithography paper

Writing
40 - 60%

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

Research resources and in-class exercises

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.

15-20 quizzes and exams

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 (6th). Meggs, Philip B. & Purvis, Alston W. Wiley: 2016.
Graphic Design: A History. Weil, Alainl. Harry N. Abrams, Inc.: 2004 (classic).

OTHER REQUIRED ELEMENTS

STUDENT PREPARATION

Matric Assessment Required:	E	Requires English Assessment
Prerequisites-generate description:	NP	No Prerequisite
Advisories-generate description:	A	Auto-Generated Text
Prereq-provisional:	N	NO
Prereq/coreq-registration check:	N	No Prerequisite Rules Exist
Requires instructor signature:	N	Instructor's Signature Not Required

BASIC INFORMATION, HOURS/UNITS & REPEATABILITY

Method of instruction:	02	Lecture
	71	Internet-Based, Simultaneous Interaction
	72	Internet-Based, Delayed Interaction
Area department:	CS	Computer Studies
Division:	72	Arts & Humanities
Special topic course:	N	Not a Special Topic Course
Program status:	1	Both Certificate and Major Applicable
Repeatability:	00	Two Repeats if Grade was D, F, NC, or NP
Repeat group id:		

SCHEDULING

Audit allowed:	N	Not Auditable
Open entry/exit:	N	Not Open Entry/Open Exit
Credit by exam:	N	Credit by examination not allowed
Budget code: Program:	0000	Unrestricted
Budget code: Activity:	0702	Graphic Design

OTHER CODES

Discipline:	Graphic Arts OR Graphic Arts	
Basic skills:	N	Not a Basic Skills Course
Level below transfer:	Y	Not Applicable
CVU/CVC status:	N	Not Distance Ed
Distance Ed Approved:	Y	Exclusively online or other technology based instruction
Emergency Distance Ed Approved:	Y	Fully Online Partially Online Online with flexible in-person activities
Credit for Prior Learning:	N	Agency Exam
	N	CBE
	N	Industry Credentials
	N	Portfolio
Non-credit category:	Y	Not Applicable, Credit Course
Classification:	Y	Career-Technical Education
SAM classification:	C	Clearly Occupational
TOP code:	1030.00	Graphic Art and Design
Work-based learning:	N	Does Not Include Work-Based Learning

DSPS course:

N

Not a DSPS Course

In-service:

N

Not an in-Service Course