

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:**  
In this course students will explore the development of graphic design. The course is a broad survey of notable stages and accomplishments in the evolution of graphic design from prehistory to the present and 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: In this course students will explore the development of graphic design. The course is a broad survey of notable stages and accomplishments in the evolution of graphic design from prehistory to the present and 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:**

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

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **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 day-to-day lives.
2. Find effective resources from graphic design history to apply to contemporary design.

**Objectives:**

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

1. Evaluate and interpret the content of our present graphic and visual communications environment through understanding the sources of contemporary graphic design.
2. Analyze and describe past graphic design movements styles as they reflect the culture of various periods from prehistory to today.
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. The influence and contribution of African art and Black Americans
    1. Anti-black propaganda and rhetoric in graphic design
    2. The Harlem Renaissance
    3. Aesthetic contributions
    4. Influential Black graphic designers
- I. Digital revolution and beyond

### **Assignment:**

1. Weekly reading (25-40 pages, includes illustration)
2. Written assignments, such as:
  - A. Term paper
  - B. In-class notes
  - C. Topic based exploratory writing assignments (500-2,000 words)
3. Quizzes or exams (10-20)
4. In-class, hands-on exercises and notes relating to subject material under discussion

Other assignment may include:

1. Creative art projects created by hand

## 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.

Writing assignments

Writing  
40 - 60%

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

In-class exercises, creative art projects created by hand

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, exams

Exams  
30 - 50%

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

Attendance, participation in discussions

Other Category  
5 - 10%

## Representative Textbooks and Materials:

Graphic Design: A History. Weill, Alain. Harry N. Abrams, Inc.: 2004 (classic)

Meggs' History of Graphic Design (6th). Meggs, Philip B. & Purvis, Alston W. Wiley: 2016 (classic)