

## Department of Art Syllabus

### I. ART 6802 *History of Graphic Design*, 3 Credit Hours, Online

*This course is fully online. Online instruction is a formal, Internet-based or Internet-supported educational process in which instruction occurs between instructor and learner in an online environment. Online instruction for this course is asynchronous. With asynchronous instruction, the instructors and the students interact, but not at the same time. There usually is a time delay in communication between the instructors and students in asynchronous instruction.*

### II. PREREQUISITES

None

### III. TEXTBOOK

None

### IV. COURSE DESCRIPTION

This course is a historical survey of type and letterforms, the history of typography in print and digital environments, and the influence of the history of graphic design on contemporary graphic communications. It analyzes the history of graphic communication with emphasis on the development of the profession of graphic design and the relationship of commerce and technology to the history of graphic design. Course activities include lectures, research, discussion, and course readings.

### V. RATIONALE

This course provides graphic design students with the knowledge and understanding of historical and cultural factors, and technological innovations that have influenced the development of graphic design into the practice that it is today. Historical awareness provides a meaningful context for designers to evolve and to contribute in positive ways to the cultures in which they live and work.

### VI. LEARNING OBJECTIVES AND OUTCOMES

- A. Show an understanding of the role that graphic communications play as part of material culture – part of the designed human environment.
- B. Demonstrate experience investigating the historiography in the history of design.
- C. Show essays and projects that explore issues in design history.
- D. Demonstrate awareness of the historical, economic, and professional contexts of graphic design.

- E. Understand influences (i.e. technology, capitalism, and aesthetics) on visual communication and graphic design.

VII. COURSE TOPICS

- A. What is Graphic Design?
- B. Ancient art to Gutenberg
- C. Gutenberg to the Industrial Revolution
- D. The Industrial Revolution
- E. Invention of photography
- F. Arts & crafts
- G. Art Nouveau
- H. Influence of Modern Art
- I. Art deco
- J. Constructivism
- K. De Stijl
- L. Bauhaus
- M. The new typography
- N. Modernism in the U.S.
- O. Information design
- P. International style
- Q. New York school
- R. Corporate identity
- S. Pop Art
- T. Postmodernism
- U. Digital revolution
- V. History is now

VII. INSTRUCTIONAL METHODS AND ACTIVITIES

- A. Lectures
- B. Discussion
- C. Art History research
- D. Preparation of notebook and projects
- E. Preparation for examinations

IX. EVALUATION

*See Department of Art Syllabus Addendum for Grading Scale and Evaluation.*

X. REFERENCES

Balance, G. & Heller, S. (2001). *Graphic design history*. New York: Allworth Press.

Campbell, A. (1993). *The new graphic's designer's handbook*. Philadelphia, PA: Running Press.

- Cramsie, P. (2010). *The story of graphic design: From the invention of writing to the birth of digital design*. New York: Abrams.
- Drucker, J. (2009). *Graphic design history: A critical guide*. Upper Saddle River, NJ: Pearson Prentice Hall.
- Gomez-Palacio, B. & Vit, A. (2011). *Graphic design, referred: A visual guide to the language, applications and history of graphic design*. Beverly, MA: Rockport Publishers.
- Heller, S. (2004). *Design literacy: Understanding graphic design*. New York: Allworth Press.
- Heller, S. (2004). *The education of a typographer*. New York: Allworth Press.
- Kane, J. (2011). *A type primer*. (2<sup>nd</sup> ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Labuz, R. (1993). *The computer in graphic design*. New York: Van Nostrand Reinhold.
- Meggs, P. (1998). *The history of graphic design*. New York: John Wiley Sons.