

Course Syllabus ART2xx History of Graphic Design

I. Introductory Information

- (A) **Department Name:** Art
- (B) **Department Catalog Number:** ART2xx (recommend ART260)
- (C) **Course Title:** History of Graphic Design
- (D) **Semester Hours of Credit:** 3
- (E) **Clock Hours Per Week:** 3
- (F) **Overlays:** None
- (G) **Restrictions Upon Student Registration:** ART103, ART105, ART110 or permission of the instructor. This course qualifies as a general education requirement in art.

II. Description of the Course

A. Catalog description: Survey of the history of design concentrating on visual communication and typography from prehistory to the digital revolution.

III: Exposition

A. Objectives: Upon completion of this course, students will be able to do the following:

1. Demonstrate an understanding of the broad history of visual communication.
2. Show an awareness of how graphic design fits into art history and world history.
3. Define graphic design.
4. Recognize numerous prominent graphic designers and their important works.

B. Activities and Requirements:

1. Students will attend lectures with images of graphic design shown in class.
2. Students will engage themselves in required readings and research.
3. Students will study images of important works by designers and the impact of these works on the history of design.
4. Students will complete readings and research a significant designer and the impact of this designer on the history of design.

C. Major Units and Time Allotted:

1. Course overview and distribution of syllabi	1.5 hours
2. History of typography	3 hours
3. Arts and Crafts	3 hours
4. Art Nouveau	3 hours
5. Futurism and Dada	3 hours
6. Asian and African design influence	3 hours
7. Constructivism	3 hours
8. DeStijl and Dutch modernism	3 hours
9. Bauhaus	3 hours
10. American Modernism	3.5 hours
11. Sign Symbols, Pop and Post-Modernism	9 hours
12. Social responsibility and design	4 hours
13. 21st century design	3 hours

D. Materials and Bibliography

1. Suggested textbooks may include:

Hollis, Richard. *Graphic Design: A Concise History*. New Jersey: Thames and Hudson. 2002.

2. Other materials: None

3. Bibliographic support:

- Bringhurst, Robert. *The Elements of Typographic Style*, 2nd edition. New York, NY: Hartley & Marks Publishers. 2002.
- Bierut, Michael et al. *Looking Closer 3: Classic Writings on Graphic Design Looking Closer*. New York, NY: Allworth Press. 1999.
- Clair, Kate. *A Typographic Workbook*. New York, NY: John Wiley & Sons. 1997.
- Friedl, Friedrich. *Typography*. Black Dog & Leventhal Publishers. 1998.
- Heller, Steven and Mirko Ilic. *Handwritten: Expressive Lettering in the Digital Age*. New York, NY: Thames & Hudson. 2004.
- Heller, Steven. Editor. *The Education of a Typographer*. New York, NY: Allworth Press. 2004.
- Heller, Steven and Louise Fili. *Euro Deco: Graphic Design Between The Wars*. San Francisco, CA: Chronicle. 2004.
- Heller, Steven and Louise Fili. *Typology: Type Design from the Victorian Era to the Digital Age*. San Francisco, CA: Chronicle Books. 1999.
- Heller, Steven and Louise Fili. *Italian Art Deco: Graphic Design Between the Wars*. San Francisco, CA: Chronicle Books. 1993.
- Heller, Steven and Elinor Pettit. *Graphic Design Timeline, A Century of Design Milestones*. New York, NY: Allworth Press. 2002.
- Heller, Steven and Elinor Pettit. *Design Dialogues*. New York, NY: Allworth Press. 1998.
- Heller, Steven and Veronique Vienne. *Citizen Designer: Perspectives on Design Responsibility*. New York, NY: Watson-Guption Publications 2003.
- Helfand, Jessica. *Screen, Essays on Graphic Design, New Media, and Visual Culture*. Princeton, NJ: Princeton Architectural Press. 2001
- Lupton, Ellen. *Thinking With Type: A Critical Guide for Designers, Writers, Editors, & Students*. Princeton, NJ: Princeton Architectural Press. 2004.

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Meggs, Phillip. The History of Graphic Design. New York, NY: John Wiley & Sons. 1998.

Woodham, Jonathan. Twentieth Century Design. Oxford University Press. 1997.

IV. Standards

Projects will be graded based on a set of established criteria in accordance with University policy.

V. Rationale and Impact

A. The purpose of this course is to enable students to develop an understanding of the evolution and history of design. This course is an important part of accredited BFA degrees in graphic and web design.

B. This course is for art majors and provides a General Education course offering.

C. This course will not impact any other department

VI. Cost and Staff Analysis

A. This course will need to be taught by a faculty member with a terminal degree in graphic design, the history of design or related discipline. This course will not require new equipment.

B. This course is expected to be offered biannually.

VII. Date approved by University president

Dr. Keith Miller, President
Lock Haven University

date