

ART G139: HISTORY OF GRAPHIC DESIGN

Item	Value
Curriculum Committee Approval Date	11/16/2021
Top Code	100100 - Fine Arts, General
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)
Local General Education (GE)	• GWC Arts, Lit, Phil, Lang (GC)
California General Education Transfer Curriculum (Cal-GETC)	• Cal-GETC 3A Arts (3A)
Intersegmental General Education Transfer Curriculum (IGETC)	• IGETC 3A Arts (3A)
California State University General Education Breadth (CSU GE-Breadth)	• CSU C1 Arts (C1)

Course Description

This course is an overview of the history of graphic design focusing on key moments in its global history. Students will examine graphic design from various perspectives including cultural, aesthetic, religious, social, political, and economic contexts. The impact of technology will be discussed as well as the influence of individual artists and designers. Transfer Credit: CSU; UC.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Explain the historical development of graphic design.
3. Analyze techniques and media used in graphic design.
4. Identify the stylistic characteristics of major graphic design movements and designers.
5. Describe graphic design using art historical vocabulary.

Course Objectives

- 1. Evaluate key design movements and designers
- 2. Discuss the influence of historical graphic design movements on contemporary examples
- 3. Analyze the basic formal elements of graphic design
- 4. Use art historical terminology as it relates to graphic design
- 5. Identify historical and cultural influences on graphic design
- 6. Interpret the impact of technology on graphic design

Lecture Content

The Visual Message from Prehistory through the Middle Ages: 3000 BCE-1100s CE The Invention of Writing Alphabets Innovations from Asia Moveable Type Illustrated Manuscripts The Origins of European Typography and Design for Printing: 1200s-1700s The Printing Press in Europe German Illustrated Books Graphic Design during the Renaissance Early Modern Graphic Design The Impact of Industrial Technology upon Visual Communications: 1800s-1920s Graphic Design and the Industrial Revolution Photoengraving Lithography The Arts and Crafts Movement Art Nouveau Early 20th Century Design Graphic Design in the Modernist Era: 1930s-1950s Influence of Modern Art Pictorial Modernism De Stijl Russian Suprematism and Constructivism Bauhaus Modern Graphic Design in the United States Graphic Design in the Information and Digital Ages: 1960s-Present International Typographic Styles The New York School Corporate Identity and Visual Systems The Conceptual Image Postmodern Design Nationalistic Design Digital Revolution Contemporary Trends

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Reading Assignments

Textbook and supplementary articles, handouts, etc. provided by Instructor

Writing Assignments

Essay exams Written assignments based on assigned readings, class discussions, and analysis of artworks Written assignments related to various aspects of the historical influences on graphic design

Out-of-class Assignments

Additional assigned readings, articles, and handouts provided by instructor.

Demonstration of Critical Thinking

Write responses to essay questions analyzing the history of graphic design Discuss individual works of design from historical and aesthetic perspectives Image identification and comparison

Required Writing, Problem Solving, Skills Demonstration

Research various topics related to history of graphic design Written assignments based on readings, class discussions or analysis of artworks

Eligible Disciplines

Art: Masters degree in fine arts, art, or art history OR bachelors degree in any of the above AND masters degree in humanities OR the equivalent. Note: "masters degree in fine arts" as used here refers to any masters degree in the subject matter of fine arts, which is defined to include visual studio arts such as drawing, painting, sculpture, printmaking, ceramics, textiles, and metal and jewelry art; and also, art education and art therapy. It does not refer to the "Master of Fine Arts" (MFA) degree when that degree is based on specialization in performing arts or dance, film, video, photography, creative writing, or other non-plastic arts. Masters degree required. Art history: Masters degree in art history, history of art and architecture, or visual culture/visual studies OR bachelors degree in art history and masters degree in history OR masters degree in art with a recorded emphasis or concentration in art history OR the

equivalent. Masters degree required. Commercial art (sign making, lettering, packaging, rendering): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Meggs, P. B. Purvis, A. W. Meggs History of Graphic Design, 6th (latest) ed. Wiley, 2016 Rationale: this is the most recent version 2. Required Eskilson, S. J. Graphic Design: A New History, 1st (latest) ed. Yale University Press, 2007 Rationale: This is the most recent edition 3. Required Drucker, J. McVarish, E. Graphic Design History, 2nd (latest) ed. Pearson, 2013 Rationale: This is the most recent edition