

DEREE COLLEGE SYLLABUS FOR: **GD 3111 HISTORY OF GRAPHIC DESIGN**

(Fall 2021)

LEVEL 5
UK CREDITS: 15
US CREDITS: 3/0/3

PREREQUISITES:	AT 1001 History of Art II	
CATALOG DESCRIPTION:	The key developments in Graphic Design history within the social, technological, and art contexts of the 19 th , 20 th and 21 st centuries	
RATIONALE:	The course engages the students in the historical developments of Graphic Design as a medium of communication during the last centuries and helps them understand Graphic Design, as it exists today. It examines design within the artistic, socio-cultural, and technological contexts. Through the examination of the work of innovative and influential designers the students will gain a historical perspective of the evolution of Graphic Design and will understand its contribution to the broader fields of communication and culture.	
LEARNING OUTCOMES:	<p>As a result of taking this course the student should be able to:</p> <ol style="list-style-type: none"> 1. Identify the significant developments in the history of Graphic Design. 2. Explain how technological achievements influenced the evolution of Graphic Design. 3. Discuss the role of Graphic Design within various artistic, social and cultural movements. 4. Evaluate the work of key designers 	
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> → Classes consist of lectures, demonstrations, class critiques and discussions. → Visits to companies and/or production sites. → Attendance of lectures/workshops by professionals offered on campus and/or in companies. → Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture and reading material. → Use of Blackboard, where instructors post assignments, instructions, announcements, as well as additional resources. 	
ASSESSMENT:	Summative:	
	First assessment: In-class written examination	40%
	Final assessment: Research paper	60%
	Formative:	
	In-class exercise: Students research key developments of design history for discussion in class	0
	<p>The formative exercises aim to prepare students for the assessments. The first assessment tests Learning Outcomes 1, 2. The final assessment tests Learning Outcomes 3, 4. Students are required to resit failed assessments in this module.</p>	
INDICATIVE READING:	<p>REQUIRED READING: Meggs, Philip, and Alston Purvis. <i>Meggs' History of Graphic Design</i>. Wiley, 2011.</p> <p>RECOMMENDED READING: Berman, M. <i>All That is Solid Melts Into Air: The Experience of Modernity</i>. Verso Books, 2010. Bierut, Michael, et al. <i>Looking Closer 3</i>. Allworth Press, 1999. (ed.) De Smet, C. and De Bondt, S. <i>Graphic Design: History in the Writing (1983–2011)</i>. Occasional</p>	

	<p>Papers, 2012.</p> <p>Drucker, J., McVarish, E. <i>Graphic Design History: A Critical Guide</i>. Pearson, 2009.</p> <p>Eskilson, Stephen J. <i>Graphic Design: A New History</i>. Yale University Press, 2007.</p> <p>Levit, Briar. <i>Graphic Means</i>. 2018. (film)</p> <p>Gomez-Palacio, Bryony. <i>Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design</i>. Rockport Publishers, 2011.</p> <p>Greenhalgh, Paul. <i>Modernism in Design</i>. Reaktion, 1991.</p> <p>Ilyin, Natalia. <i>Writing for the Design Mind</i>. Bloomsbury Visual Arts, 2019.</p> <p>Heller Steven, and Veronique Vienne. <i>100 Ideas that Changed Graphic Design</i>. Laurence King Publishing, 2012.</p> <p>Hollis, R. <i>About Graphic Design</i>. Occasional Papers, 2012.</p> <p>Hollis, R. <i>Graphic Design. A Concise History</i>. London: Thames & Hudson, 1994.</p> <p>(ed) Triggs,T and Atzmon, L. <i>The Graphic Design Reader</i>. Bloomsbury Visual Arts, 2019.</p>
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL:</p> <p>RECOMMENDED MATERIAL:</p>
COMMUNICATION REQUIREMENTS:	Ability to use the appropriate terminology when discussing or writing about Graphic Design.
SOFTWARE REQUIREMENTS:	Use of Word and online resources. Use of InDesign to design the Process Book
WWW RESOURCES:	<p>http://gdh.2rsolutions.cz/</p> <p>www.designishistory.com</p> <p>www.designmuseum.org</p> <p>https://eyeondesign.aiga.org/</p> <p>http://www.eyemagazine.com/</p> <p>https://designobserver.com/</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. The response of Graphic Design to several Art movements: Art Nouveau, Futurism, Dada, Bauhaus, Pop Art, Post Modernism, Street Art, etc. 2. The role of Graphic Design in social and cultural movements: May '68, Peace movement, Punk, Rave, etc. 3. Technological developments 4. Graphic Design and propaganda 5. The work of influential designers/artists such as Toulouse-Lautrec, El Lissitzky, Jan Tschichold, Saul Bass, Margaret Calvert, Milton Glazer, Alan Fletcher, David Carson, Neville Brody, Paula Scher, Irma Boom, Stefan Sagmeister, Katherine McCoy, etc.