COURSE OUTLINE

no changes for Fall 2012

3 credits
(3 hrs. lect.)

Course Name  Alpha:   Number:   Title:
              CA   100   Survey of Graphic Styles

Course (Catalog) description:
The history, theory, and criticism of communication arts since the industrial revolution, including how technology has been integrated into its production. Course is to include an overview of production methods used in the communication arts today.

1B. Student Learning Outcomes:
As a result of this course, the student will be able to:
1. Demonstrate an understanding of the basic concepts and vocabulary of graphic art by period and artist.
2. Demonstrate an understanding of the major design theory and political influences that have impacted communication arts since the industrial revolution.
3. Demonstrate an understanding of the influences of technology on graphic design and society
4. Demonstrate an understanding of the development of the print media
5. Demonstrate an understanding of the development of the electronic media
6. Demonstrate an understanding of the influences of the work of contemporary visual designers

2. Relationship to Other Courses in the CA program
This course helps students understand the influences and power of design theory, technology, politics, and social movements on the creator of visual design and on the consumer. The course is essential if students are to understand the historical methods graphic designers have used to manipulate their audiences to create desire, as well as an understanding of the long professional history of visual communications. The course would also provide an opportunity for any non-major to learn the history, technology, psychology, and social history of consumerism in the West since 1820.

3. Course Content
Week 1  1880 to 1910
       From continuous and flowing to an uncertain and fractured sense of time
Week 2  The beginnings of design in Europe
       War and propaganda
Weeks 3–4  Art Nouveau
       A too late attempt to return to nature
Weeks 5   The beginnings of early modern
       The impact of science and war on society
Week 6   Expressionism
| Week 7–8 | Modernism; Mid-term exam  
| Feelings versus intellect; and, the Germans  
| One solution to world problems, and better living through chemistry  
| Week 9 | Continuation of Modernism  
| Week 10–11 | Art Deco  
| Industry creates taste  
| Week 12 | Dada  
| The fight against commercialism and the old world order  
| Week 13 | Heroic Realism  
| Russia goes its own way; new ways to propaganda  
| Week 14 | Late Modern  
| Another futile grasp at continuity, flow, and total control  
| Week 15 | Post-Modern, Postmodern, Post Modern  
| And so on. We go into 2001  
| Week 16 | Review, final exam  

| 4. Possible Texts  
| Graphic Style: From Victorian to Post-Modern, by Steven Heller & Seymour Schwast, and Graphic Design Basics by Amy Arnston.  
| 5. Reference Materials  
| Books will be placed on Reserve in the library for student access. A reading list of current design theory and criticism available at local bookstores and libraries will be handed out the first day of class. Students will be expected to use these as sources for information, reference, and additional reading.  
| 6. Auxiliary Materials and Content  
| Slides, published design work, and documentary videos of the history, technology, and social history of periods studied will be shown. Every two weeks projects will be given that ask students to design work according to the theory, criticism, and technology of the time recently studied.  
| 7. Method of Instruction  
| Instruction will be by lecture, slides, group discussion, individual projects, and required reading in the texts and outside sources. Students will be required to do eight individual projects for the semester as well as a written and oral report on a historical period of their choosing, including giving evidence of its influences in design today.  
| 8 Method of Evaluation  
| Short, written exams will be given every other week over lectures, slides, and other materials presented in class. A written mid-term and final exam will also be given. Eight individual projects will be assigned and graded. Final grades will be based on an average of exams, class participation, and individual projects.  

9. Resource Requirements and Justifications
The department already has the necessary equipment, slide library, and staff to teach this course. No further expense is expected.

10. Articulation
None required as we are an A.A.S. program

11. Course Numbering