

Art 428 – 3 credit hours
Room: OP2110
Monday + Wednesday + Friday
12:30pm–1:20pm

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office hours:
mwf: 4:00–5:30pm
tu/th: 2:00–5:00pm
or by appointment

Course Description

This course offers a history of design and design culture, with an emphasis on the development and significance of Graphic Design. Each week, a different historical period or theme will be explored and the relationships between graphic design and a larger design culture will be stressed. Key themes include technological advances since the industrial revolution, the birth of mass communications and imagistic reproducibility, the development of a consumer culture and its critique, as well as the impact of modernist theories of art and design. Finally, the course will explore the emergence of Postmodern design and theory, and contemporary developments such as digital technologies.

Course Objectives

Through this course students will obtain an understanding of how design evolved to play a major role in contemporary popular culture. By studying specific historical events related to design starting in the industrial revolution through present, with the aid of illustrated lectures, readings and films, students will be able to identify key events that have shaped modern design culture.

Modes of Inquiry: Aesthetic - Fine Arts

Students who successfully complete the Aesthetic Mode of Inquiry – Fine Arts will demonstrate in their writing, observations, questions, projects and discussions:

- an understanding of specialized vocabularies and symbols relative to the field of study;
- an ability to analyze structures and relationships inherent to a given artistic creation (formalism);
- an ability to respond or react to a given artistic creation using a range of tools that include: aesthetic sensitivity, personal experience, understanding of social context, and recognition of a variety of cultural/historical references (referentialism);
- knowledge of a significant number of representative works in a chosen area (or areas) of creative production; and
- thought processes that make connections between isolated components and the complete whole.

Required Texts

Philip B. Meggs, *A History of Graphic Design*, 4th edition. New York: John Wiley & Sons, 1998.

James Woodham, *Twentieth-Century Design*. Oxford UP, 1997.

Additional assigned readings are noted on the course calendar and will be available for download on the class blog.

Evaluation

Participation 5%

Weekly Quizzes 15%

Mid-Term Exam 8%

Final Exam 8%

The Weekly Quizzes, Midterm and Final Exam will consist of slide identifications, multiple choice and short answers.

Research Papers 64% (*Historical Context 24%, Contemporary Context 40%*)

The two papers are to explore and research one historical context 6 pages in length and one contemporary context 10 pages in length and **construct an argument** treating topics specific to design and design culture. Papers are **not** to be biographical narratives or simple surveys. The papers will contain properly cited endnotes and bibliography using the *The Chicago Manual of Style*. Papers not turned in by the beginning of the class period due will automatically be lowered by 15% and an additional 15% for each additional class period late. Papers will no longer be accepted after the third late.

Grading

- A Excellent (90–100%): One who performs consistently at a superior level going beyond all requirements.
- B Good (80–89%): One who answers all requirements at a level that is above average.
- C Average (70–79%): Meeting all the requirements, but stopping short of thorough exploration.
- D Unsatisfactory (60–69%): Unacceptable on **most** levels.
- F Failure (less than 60%): Unacceptable on **all** levels.
- I A grade of Incomplete is given only when student's work has been satisfactory (B) in quality but, due to reasons beyond his or her control, has not been completed.