

Washtenaw Community College Comprehensive Report

GDT 101 History of Graphic Design Effective Term: Winter 2012

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts

Discipline: Graphic Design Technology

Course Number: 101

Org Number: 14520

Full Course Title: History of Graphic Design

Transcript Title: History of Graphic Design

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Outcomes/Assessment

Rationale: syllabus update

Proposed Start Semester: Winter 2012

Course Description:

This course presents the history of Graphic Design from the Victorian Era to the present, focusing primarily on European and American major design movements and pioneering graphic designers/artists. Lectures refer to the social and political climates, the relationship of the applied arts to the fine arts, and technological innovations from the time of Gutenberg's movable type printing press through digital printing and media.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

Prerequisite

Academic Reading and Writing Levels of 6

General Education

General Education Area 6 - Arts and Humanities

Assoc in Applied Sci - Area 6

Assoc in Science - Area 6
Assoc in Arts - Area 6

Request Course Transfer

Proposed For:

Central Michigan University
College for Creative Studies
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University
Other :

Savannah College of Art and Design

Student Learning Outcomes

1. Recognize and describe characteristics of primarily European and American graphic design movements from 1850 to the present.

Assessment 1

Assessment Tool: Exam with common departmental components and questions.

Assessment Date: Winter 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: random sampling of students from a minimum of two sections

Number students to be assessed: 25

How the assessment will be scored: Departmentally created rubric.

Standard of success to be used for this assessment: 75% of students meet a level of competency (2 on 0-3 scale) on all components in the scoring rubric

Who will score and analyze the data: GDT faculty

2. Recognize and describe primarily European and American social, cultural and political environments from Gutenberg's era forward, and their influences on later design, art and architecture.

Assessment 1

Assessment Tool: Exam with common departmental components and questions.

Assessment Date: Winter 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: random sampling of students from a minimum of two sections

Number students to be assessed: 25

How the assessment will be scored: Departmentally created rubric.

Standard of success to be used for this assessment: 75 % of student meet a level of competency (2 on a 0-3 scale) on all components contained in rubric.

Who will score and analyze the data: GDT faculty

3. Recognize and identify graphic design tools, techniques and processes from Gutenberg's era

to the present.

Assessment 1

Assessment Tool: Exam with common departmental components and questions.

Assessment Date: Winter 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: random sampling of students from a minimum of two sections

Number students to be assessed: 25

How the assessment will be scored: Departmentally created rubric.

Standard of success to be used for this assessment: 75% of students meet a level of competency (2 on a 0-3 scale) on all components contained in the scoring rubric.

Who will score and analyze the data: GDT faculty

4. Identify and analyze the influences of historic movements and leaders in art/graphic design (mid-20th century to the present)

Assessment 1

Assessment Tool: Exam with common departmental components and questions.

Assessment Date: Fall 2005

Assessment Cycle: Every Three Years

Course section(s)/other population: random sampling of students from a minimum of two sections

Number students to be assessed: 25

How the assessment will be scored: Departmentally created rubric.

Standard of success to be used for this assessment: 75% of students meet a level of competency (2 on a 0-3 scale) on all components contained in the rubric.

Who will score and analyze the data: GDT faculty

Course Objectives

1. Unit 1: Pre-Victorian Communication/Victorian Graphic Design Identify and describe significant characteristics and influences of pre-Victorian, Victorian, Arts and Crafts, Ukiyo-o, Art Nouveau design.

Matched Outcomes

1. Recognize and describe characteristics of primarily European and American graphic design movements from 1850 to the present.
2. Describe the role of graphic design/typography relative to social, cultural and political environment of same time period(s), including the invention of the printing press, the Reformation, the Enlightenment, the Industrial Revolution, the American Civil War, the Progressive Era, etc.

Matched Outcomes

2. Recognize and describe primarily European and American social, cultural and political environments from Gutenberg's era forward, and their influences on later design, art and architecture.
3. Identify graphic designers and typographers and their materials, techniques and processes of these eras.

Matched Outcomes

3. Recognize and identify graphic design tools, techniques and processes from Gutenberg's era to the present.
4. Unit 2: Modern Avant Garde Identify hallmarks of Avant Garde movements in Europe including, Expressionism, Cubism, Futurism, Dada, Constructivism, DeStijl, the Bauhaus and Commercial Modern Modern (Art Deco).

Matched Outcomes

4. Identify and analyze the influences of historic movements and leaders in art/graphic design (mid-20th century to the present)
5. Evaluate the impact of major social, cultural and political events of the Modern Avant Garde era on graphics design including World War I, the Russian Revolutions, the French Expo of 1925, the Great Depression and Radio.
 - Matched Outcomes**
 - 4. Identify and analyze the influences of historic movements and leaders in art/graphic design (mid-20th century to the present)
6. Identify graphic designers/artists and their materials, techniques and processes of this era.
 - Matched Outcomes**
 - 3. Recognize and identify graphic design tools, techniques and processes from Gutenberg's era to the present.
7. Unit 3: Mid-Century Modern: The Age of Information Identify the characteristics of Swiss International, Information Graphics, Corporate design, The New York School.
 - Matched Outcomes**
 - 1. Recognize and describe characteristics of primarily European and American graphic design movements from 1850 to the present.
8. Describe the social, cultural and political environment of same time period, including World War II, the Baby Boom, television.
 - Matched Outcomes**
 - 4. Identify and analyze the influences of historic movements and leaders in art/graphic design (mid-20th century to the present)
9. Analyze the impact of these events on graphic design.
 - Matched Outcomes**
 - 4. Identify and analyze the influences of historic movements and leaders in art/graphic design (mid-20th century to the present)
10. Unit 4: Late and Post Modern Identify and describe the characteristics of Conceptual Image Posters, Psychedelia, Retro, New Wave and Punk.
 - Matched Outcomes**
 - 1. Recognize and describe characteristics of primarily European and American graphic design movements from 1850 to the present.
11. Analyze the social, cultural and political environment of Late and Post-Modern periods, including, Viet Nam War, Racial and Gender Equality movements and the significant effect of these events on graphics design.
 - Matched Outcomes**
 - 4. Identify and analyze the influences of historic movements and leaders in art/graphic design (mid-20th century to the present)
12. Identify graphic designers/artists and their materials, techniques and processes of this era.
 - Matched Outcomes**
 - 3. Recognize and identify graphic design tools, techniques and processes from Gutenberg's era to the present.
13. Unit 5: Digital Era Identify the characteristics of design in the digital era including, Fontism, Deconstructivism, Controlled Chaos, Simplicity, Kinetic and Interactive media and Graffiti.
 - Matched Outcomes**
 - 1. Recognize and describe characteristics of primarily European and American graphic design movements from 1850 to the present.
14. Analyze and describe the social, cultural and political environment of digital era, including

the World Wide Web and the wireless world and the significant effect of these events on graphic design.

Matched Outcomes

2. Recognize and describe primarily European and American social, cultural and political environments from Gutenberg's era forward, and their influences on later design, art and architecture.

15. Identify graphic designers/artists and their materials, techniques and processes of this era.

Matched Outcomes

3. Recognize and identify graphic design tools, techniques and processes from Gutenberg's era to the present.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Kristine Willimann</i>	<i>Faculty Preparer</i>	<i>Sep 15, 2011</i>
Department Chair/Area Director: <i>Jennifer Baker</i>	<i>Recommend Approval</i>	<i>Sep 22, 2011</i>
Dean: <i>Rosemary Wilson</i>	<i>Recommend Approval</i>	<i>Oct 11, 2011</i>
Vice President for Instruction: <i>Stuart Blacklaw</i>	<i>Approve</i>	<i>Dec 05, 2011</i>