

DSN2001

History of Design

Course Outline

2020-2021

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|------------------------------|---------------------------------------|
| Pre-requisite(s) | N/A |
| Co-requisite(s) | N/A |
| Prepared by | Joseph McLarty, Professor |
| Approved by | Sherryl Fraser, Chair, Design Studies |
| Normative hours | 42.00 |
| Grading system | A+ Through F |
| Experiential Learning | No |

| Applicable Program(s) | Level | Core/Elective |
|-----------------------|-----------------|------------------------|
| Multiple Programs | Multiple Levels | Multiple Core/Elective |

COVID-19 Notice

Due to COVID-19 this course may be offered via remote delivery in 2020-21. Your course may have changes that are not reflected in the Course Outline. Please see the Course Section Information document for updated information about your course. If you have questions please contact your professor.

Course Description

Visual communications and graphic design have played a key role in the evolution of communication through a number of historical and social art movements. Graphic design has had a major impact on civilizations over the ages. Students explore graphic design's many influences, including the invention of writing and alphabets, the origins of printing and typography, Victorian, Art Nouveau, Modern Art, and Postmodern design, to the present-day computer revolution and its influence on the many forms of contemporary visual communication that surround us every day.

General Education Theme Area(s)

This is a General Education course that supports learning in the following theme area(s): Arts in Society

Essential Employability Skills

This course contributes to your program by helping you achieve the following Essential Employability Skills:

- EES 1** Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. (A, CP)
- EES 2** Respond to written, spoken or visual messages in a manner that ensures effective communication. (A)
- EES 5** Use a variety of thinking skills to anticipate and solve problems. (A)
- EES 6** Locate, select, organize and document information using appropriate technology and information systems. (T, A)
- EES 7** Analyze, evaluate and apply relevant information from a variety of sources. (A)
- EES 8** Show respect for diverse opinions, values, belief systems and contributions of others. (T, A)
- EES 10** Manage the use of time and other resources to complete projects. (T, A)

EES 11 Take responsibility for one's own actions, decisions and consequences. (A)

Assessment Levels — **T:** Taught **A:** Assessed **CP:** Culminating Performance

Course Learning Requirements / Embedded Knowledge and Skills

When you have earned credit for this course, you will have demonstrated the ability to:

1.) Provide a concise history of graphic design.

- Identify key movements in the history of graphic design.
- List key artists in the history of graphic design.
- Describe the applications of graphic design/visual communication throughout history.
- Use basic graphic design terminology.

2.) Produce a visual presentation based on research into a specific era of design history.

- Use visual media to represent the elements associated with a specific movement/period of graphic design.
- Recognize and reproduce key design elements from identified movements/periods of graphic design.

3.) Identify stages in the development of graphic design from early print media to contemporary multimedia.

- Trace the impact of electronic media on visual communication.
- Identify key technological breakthroughs that have influenced graphic design.
- Identify key designers who have participated in the multimedia profession.

4.) Develop aesthetic appreciation through analysis of visual communication.

- List elements and principles of design.
- Use examples to illustrate principles of design.

Evaluation / Earning Credit

The following list provides evidence of this course's learning achievements and the outcomes they validate:

Quiz(zes)/Test(s) (37.5%)

Validates Outcomes: CLR 1, CLR 3, CLR 4, EES 2, EES 6, EES 7

Discussion Forum (22.5%)

Validates Outcomes: CLR 1, CLR 3, CLR 4, EES 2, EES 6, EES 7

Assignment(s) (20%)

Validates Outcomes: CLR 1, CLR 2, CLR 3, CLR 4, EES 1, EES 2, EES 5, EES 6, EES 7, EES 8, EES 10, EES 11

Essay(s) (20%)

Validates Outcomes: CLR 1, CLR 2, CLR 3, EES 1, EES 6, EES 10

Learning Resources

REQUIRED Textbook:

REQUIRED: Meggs' History of Graphic Design e-text version or Paper version

Philip B. Meggs Alston W. Purvis 6th Edition

Isbn: 0-471-69902-0 John Wiley and Sons

RECOMMENDED Only: Graphic Design: A Concise History, by Richard Hollis.

This course also exploits the possibilities of extended research and interaction offered by the Internet. Links are provided to the students within the course materials.

Learning Activities

Required Readings fro text
 Quizzes
 Online discussions.
 Web "field trips."
 Upload Assignments
 Photos and imagery with comments in a digital format.

Prior Learning Assessment and Recognition

Students who wish to apply for Prior Learning Assessment and Recognition (PLAR) need to demonstrate competency at a post-secondary level in all outlined course learning requirements. Evidence of learning achievement for PLAR candidates includes:

- Other:

Other Information

Grade Scheme

| Final Grade | Mark Equivalent | Numeric Value | Final Grade | Mark Equivalent | Numeric Value |
|-------------|-----------------|---------------|-------------|-----------------|---------------|
| A+ | 90% - 100% | 4.0 | A | 85% - 89% | 3.8 |
| A- | 80% - 84% | 3.6 | B+ | 77% - 79% | 3.3 |
| B | 73% - 76% | 3.0 | B- | 70% - 72% | 2.7 |
| C+ | 67% - 69% | 2.3 | C | 63% - 66% | 2.0 |
| C- | 60% - 62% | 1.7 | D+ | 57% - 59% | 1.4 |
| D | 53% - 56% | 1.2 | D- | 50% - 52% | 1.0 |
| F | 0% - 49% | 0 | FSP | 0 | 0 |

Course Related Information

Please refer to the Course Section Information (CSI) / weekly schedule for specific course-related information as provided by your professor.

Department Related Information

College Related Information

Email

Algonquin College provides all full-time students with an e-mail account. This is the address that will be used when the College, your professors, or your fellow students communicate important information about your program or course events. It is your responsibility to ensure that you know how to send and receive e-mail using your Algonquin account and to check it regularly.

Students with Disabilities

If you are a student with a disability, you are strongly encouraged to make an appointment at the Centre for Accessible Learning to identify your needs. Ideally, this should be done within the first month of your program, so that a Letter of Accommodation (LOA) can be provided to your professors. If you are a returning student, please ensure that professors are given a copy of your LOA each semester.

Retroactive Accommodations

Students are expected to meet evaluation and completion deadlines as stated in course outline and course section information documents. In circumstances where evaluation and/or completion deadlines are missed or student performance has been affected by a temporary or permanent disability (including mental health), interim or retroactive accommodations may be considered. In such instances, please consult your course faculty member. For other situations where deferral of evaluations may be warranted, please refer to college policy AA21.

Academic Integrity & Plagiarism

Algonquin College is committed to the highest standards of academic integrity, and expects students to adhere to these standards as part

of the learning process. Academic work submitted by a student is evaluated on the assumption that the work presented by the student is his or her own, unless designated otherwise. The College's Policies AA18: Academic Dishonesty and Discipline and AA20: Plagiarism seeks to ensure that all students understand their rights and responsibilities in upholding the values of academic integrity.

In some courses, online proctoring may be used. Additional information can be found at

<https://www.algonquincollege.com/studentsupportservices/student-learning-kit/preparing-to-learn-online/>

Student Course Feedback

It is Algonquin College's policy to give students the opportunity to share their course experience by completing a student course feedback survey for each course they take. For further details consult Algonquin College Policy AA25: Student Course Feedback

Use of Mobile Devices in Class

With the proliferation of small, personal mobile devices used for communications and data storage, Algonquin College believes there is a need to address their use during classes and examinations. During classes, the use of such devices is disruptive and disrespectful to others. During examinations, the use of such devices may facilitate cheating. For further details consult Algonquin College Policy AA32: Use of Mobile Devices in Class

Technology Requirements – New for 2020-21

As Algonquin College continues to respond to public health guidelines, many courses will be offered through remote delivery. As such, students will be required to have access to a computer and to the internet. There may also be additional technology-related resources required to participate in a course that are not included in the course materials fee, such as headphones, webcams, specialized software, etc. Details on these requirements can be found in the Course Section Information of the course outline for each course.

Transfer of Credit

It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

Note: *It is the student's responsibility to refer to the Algonquin College Policies website for the most current information at <http://www.algonquincollege.com/policies/>*