

Art Bldg Rm 109
T, TH 9:30-10:45am

Ken Maginnis
Office Hours
T, TH 11-11:50am
art bldg rm 127
other times by
appointment:
383-8152

overview

This course's purpose is intended as a continuation of Art 384 History of Graphic Design and Photography from the modernist era, through post-modern to contemporary issues.

We are at an important turning point in the history of design; influences of art, film, music, architecture and industrial design have never been stronger. The advent of the new computer technologies has catapulted design into a new dimension. Although the subject is broad, we will cover a vast range of what is considered cutting-edge design. We will look an array of design disciples ranging from graphic design, signage, architecture, product (industrial), packaging, branding and web/internet interface design.

The course will look at how design and design theory has developed from the 1980's to current trends nationally and in the global arena. Designer's of the new millennia must be more aware of the psychology, anthropological and holistic

ways of "design thinking" in order to be successful in our ever changing economic and sociological landscape. Gestalt has transcended Bauhaus to branding the local pet store or international corporation trying to go "green."

Students should use the information gleaned from the class as a resource for their own work. It will broaden their design awareness and appreciation from an historical viewpoint as well as help them see alternative solutions to visual problems of the present and the possibilities of the future. The student must come to realize that expanding their base of visual data, historically and currently, is essential to becoming a good designer/artist. It is the same method here, within the course, as it is in developing solutions to design problems: to observe, absorb, assess and process visual information and their relationships used in professional arenas.

grading:

quizzes: yes
midterm exam: yes
term paper: 25%
final exam: yes

one to two design projects may be included.
essay grades will be averaged together with test grades

class participation:

students are expected to contribute to class discussions. Noticeable and intelligent contributions will make the difference in a borderline grade.
late essay or term paper submissions will be reduced one full letter grade.

absences:

5 absences will drop the final grade one whole grade.
7 absences will create an automatic failing grade (F) - non-negotiable.

required text:
Graphic Design Theory:
Readings from the Field
Helen Armstrong
Princeton Architectural Press

outline:

- » prologue
- » the modern to post-modern
- » the contemporary forum
- » information overload
- » overlords: regional styles,

trends; branding, concept, systems architecture
» the global dialogue: tipping points, international and cultural trends

Academic dishonesty, cheating or plagiarism I will fail anyone that engages in academic dishonesty, cheating or plagiarism.
Academic dishonesty includes turning in work that you have copied or work that was completed by someone else. Cheating includes copying answers and bringing information or answers into exams. Plagiarism includes using sources in papers and written assignments without citing the source.