

Las Positas College
3000 Campus Hill Drive
Livermore, CA 94551-7650
(925) 424-1000
(925) 443-0742 (Fax)

Course Outline for GDDM 3

THE HISTORY OF MODERN DESIGN

Effective: Fall 2018

I. CATALOG DESCRIPTION:

GDDM 3 — THE HISTORY OF MODERN DESIGN — 3.00 units

This introductory survey course focuses on the history, perception and development of design as an art form during the Twentieth Century. The students will develop an understanding of the evolution and role of the Modern Movement in society. The students will also learn about the evaluation criteria of two-dimensional and three dimensional design objects while examining examples of architecture, industrial design, graphic design and interior design. The students will be introduced to outstanding Twentieth Century design figures and their work.

3.00 Units Lecture

Grading Methods:

Letter or P/NP

Discipline:

- Graphic Arts

| | <u>MIN</u> |
|-----------------------|------------|
| Lecture Hours: | 54.00 |
| Total Hours: | 54.00 |

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. Identify, analyze, compare & contrast, and trace, in writing, the development of modern design with respect to subject matter, symbolism, style and influences on designers from the industrial revolution through the 20th century
- B. Present verbally on the interconnectedness of the fields of art, design and technology, and the cultural, historical, economical, political and technological contexts that shaped them

V. CONTENT:

- A. The beginnings of design in Europe
- B. Victorian Britain – William Morris
- C. The Arts & Crafts Movement and it's impact worldwide—Charles Rennie Mackintosh
- D. The use of graphic design as a tool of propaganda during World War I and World War II.
- E. The Avant-Garde and the origins of Modernism 1914-1940
 1. Italy -Futurism
 2. Soviet Russia - Russian Futurism and Constructivism
 3. German design – Expressionism, Dada,
- F. Bauhaus
- G. The Netherlands – Piet Zwart, De Stijl
- H. Switzerland – Swiss Style
- I. France – Art Deco
- J. United States – Art direction and commercialism
 1. US industrial design and Raymond Loewy
 2. Corporate and brand identity design
 3. Information design
- K. The role of the designer and art director in the US from the 1930's to today
- L. Variants of Modernists movements in Europe and US
- M. Psychedelia, protest and new communication techniques in the 1960's
- N. The relationship between technology, media and society – issues of effective visual communication
- O. The hippie culture, the peace movement and its impact on visual communication and design
- P. Design after the 1970's, new wave and electronic technology

VI. METHODS OF INSTRUCTION:

- A. **Discussion** -
- B. **Student Presentations** -
- C. **Lecture** -
- D. **Research** -

VII. TYPICAL ASSIGNMENTS:

- A. Assignments will utilize a strong focus on comparative analytical skills. For example, write a 3-5 page paper on examining the influence of the Bauhaus movement on current design trends in the fields of graphic and industrial design
- B. Keep a journal to record thoughts on assigned weekly journal articles.
- C. Collect and organize newspaper, magazine articles and news items focusing on the subject of design, arrange chronologically and establish a historical framework around them.
- D. Evaluate the historic role of electronic technology in graphic communication and write a 3-5 page essay on the topic.

VIII. EVALUATION:

A. **Methods**

1. Exams/Tests
2. Research Projects
3. Papers
4. Oral Presentation

B. **Frequency**

1. Exams/Tests - as necessary
2. Research Projects/Papers - 2-3 major research projects,
3. Papers - research projects written as papers (2-3)
4. Oral Presentation - presentation of projects/papers (2-3)

IX. TYPICAL TEXTS:

1. Hollis, Richard. *Graphic Design: A Concise History*. 2 ed., Thames & Hudson, 2002.
2. Brandle, Christian, Karin Gimmi, Barbara Junod, Bettina Richter, and . *100 Years of Swiss Graphic Design*. 1 ed., Lars Muller, 2014.
3. Byurs, Mel. *100 Designs 100 years*. 1 ed., Rotovision, 2001.
4. Seddon, Tony. *20th Century Design: A Decade-by-Decade Exploration of Graphic Style*. 1 ed., HOW Books, 2014.
5. Margolin, Victor. *Design Discourse: History, Theory, Criticism*. 1 ed., Univeristy of Chicago Press, 1989.
6. Eskilson, Stephen. *Graphic Design: A New History*. 2 ed., Yale University Press, 2012.
7. Meggs, Philip , and Alston Purvis. *Meggs' History of Graphic Design*. 6 ed., Wiley, 2016.
8. Wilhide, Elizabeth. *Design: The Whole Story*. 1 ed., Prestel, 2016.

X. OTHER MATERIALS REQUIRED OF STUDENTS: