

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

HISTORY OF GRAPHIC DESIGN & ILLUSTRATION
CGT 1510

Class Hours: 3.0

Credit Hours: 3.0

**Laboratory
Hours: 0.0**

Date Revised: Spring 02

NOTE: This course is not designed for transfer credit.

Catalog Course Description:

Major movements and pivotal artists / designers / illustrators / art directors, 1850 to the present, and their effect on current graphic design trends.

Entry Level Standards:

The student is expected to be able to read on a college level, write using correct spelling and grammar, and conduct basic research.

Prerequisites/Corequisites: None

Textbook(s) and Other Reference Materials Basic to the Course:

[A History of Graphic Design](#) by Phillip Meggs

I. Week/Unit/Topic Basis:

Week	Topic
1	Orientation: Orientation to course structure, policies, requirements, graphic design, and stylistic movements. Assigned readings. Origins of the Alphabet
2	Typographic History; A Graphic Renaissance
3	Victorian Style / Industrial Revolution; Arts & Crafts / Late Victorian Style
4	Art Nouveau
5	The Modernist Era
6	The Influence of Modern Art: Cubism, Dada, Expressionism, Futurism, Surrealism
7	Pictorial Modernism
8	Constructivism; de Stijl
9	Bauhaus; Modernism in America
10	International Typographic Style (Swiss School); New York School
11	New York School (Cont.)

- 12 Contemporary American Design; Conceptualism, Psychedelic
- 13 Corporate Identity Planning; Design Systems
- 14 Global Design Influences; Postmodern Design
- 15 The Digital Revolution; Final Exam Review
- 16 Comprehensive Final Exam

II. Course Objectives*:

- A. Discuss the significant designers of the 20th Century. III.2
- B. Identify the stylistic characteristics of the major design movements of the 19th and 20th Centuries. I.5, III.2
- C. Understand the evolution of the Graphic Design profession. IV.3
- D. Be inspired through recognition of the "heroes" of Graphic Design and the aesthetic qualities and functional communications their work incorporates. II.1

*Roman numerals after course objectives reference goals of the university parallel program.

III. Instructional Processes*:

Students will:

1. Use critical thinking skills in design evaluation and analysis. *Communication Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*
2. Articulate graphic design elements and principles. *Communication Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*
3. Compare and contrast the respective graphic design movements. *Communication Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*
4. Engage in teamwork by participating in group problem-solving activities and discussions. *Communication Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*
5. Engage in research of a significant designer's works. *Communication Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*
6. Analyze the distinctive design professions to evaluate careers, job descriptions and required attributes. *Communication Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological*

Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies

7. Develop an understanding of objective criteria inherent to good design regardless of individual stylistic tendencies. *Communication Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*
8. Recognize the inherent potential of various design media and technology and how it influences graphic design techniques. *Communication Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*
9. Assimilate graphic design styles and qualities of good design in developing individual portfolios in related studio courses. *Communication Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*

*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

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

1. Critically analyze and evaluate the elements and principles of good design. A, B, C, E, G, H
2. Understand the evolution of technology, materials, and processes as integral to the development of the graphic design discipline. A, C, E, F, G, H
3. Articulate objective criteria for successful visual communications. A, B, C, E, G, H
4. Recognize the teamwork essential to design production. A, C, D, E, F, G, H, I
5. Understand the importance of lateral / creative thinking in problem-solving as it relates to graphic design. A, C, D, E, F, G, I
6. Evaluate design and recognize its stylistic tendencies: form, content, and context. A, B, C, D, E, F, G, H
7. Conduct scientific research utilizing various learning resources to include the Internet, college and university (UTK) libraries. A, B, C, D, E, F, G, H, I
8. Appreciate the global influence of various cultures in the evolution of visual communications. A, B, C, D, E, F, G, H, I
9. Discuss the distinguishing characteristics of the 19th and 20th Century design movements. A, B, C, D, E, F, G, H
10. Become familiar with the works of many of the significant designers of the 20th Century. A, B, C, D, E, F, G, H, I

11. Understand the cultural relevance and social significance of Graphic Design throughout history. A, B, C, D, E, F, G, H

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 65% of grade

There will be four non-cumulative quizzes (10% each) during the semester. Each quiz will consist of some or all of the following elements:

- Questions taken from lectures and text
- Identification of slides / movements / designers

There will be a comprehensive final exam consisting of similar questions (30%).

B. Laboratory Expectations: 15% of grade

Active Participation in Group Discussions

C. Field Work: 20% of grade

Student Research Paper

D. Grading Scale:

93 - 100 = A
86 - 92 = B+
80 - 85 = B
75 - 79 = C
65 - 74 = D
Below 65 = F

VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Attendance will be taken daily. It is the student's responsibility to sign in. Students will be responsible for all material and lectures completed. No make-up quizzes will be given except for documented illness, emergencies, or other valid excuses (such as jury or military duty). A written excuse will be required. Professional attitude / participation: Students are expected to meet class on time. Three late arrivals to class will count as one absence. Should a student miss a class, the student should get the notes from a classmate.