1. **COURSE ID:** DGME 215  
   **TITLE:** History of Graphic Design  
   **Units:** 3.0 units  
   **Hours/Semester:** 48.0-54.0 Lecture hours  
   **Method of Grading:** Grade Option (Letter Grade or P/NP)

2. **COURSE DESIGNATION:**  
   **Degree Credit**  
   **Transfer credit:** CSU; UC  
   **AA/AS Degree Requirements:**  
   CSM - GENERAL EDUCATION REQUIREMENTS: E5c. Humanities  
   CSU GE:  
   CSU GE Area C: ARTS AND HUMANITIES: C1 - Arts (Arts, Cinema, Dance, Music, Theater)  
   IGETC:  
   IGETC Area 3: ARTS AND HUMANITIES: A: Arts

3. **COURSE DESCRIPTIONS:**  
   **Catalog Description:**  
   Exploration of the history of graphic design with emphasis on late 19th Century to current contemporary styles in various media. Students develop a contextual awareness and background in graphic design in preparation for creating effective solutions to graphic design problems.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**  
   Upon successful completion of this course, a student will meet the following outcomes:  
   1. Explain the meaning and purposes of Graphic Design.  
   2. Describe methods used by graphic designers to conceive of and execute their work.  
   3. Develop a contextual awareness and background in works of graphic design in preparation for creating effective solutions to graphic design problems.  
   4. Interpret and evaluate social and aesthetic implications of Graphic Design.  
   5. Describe aesthetic commonality of Graphic Design with other design practices  
   6. Develop ability to communicate about Graphic Design issues

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
   Upon successful completion of this course, a student will be able to:  
   1. Explain the meaning and purposes of Graphic Design.  
   2. Describe methods used by graphic designers to conceive of and execute their work.  
   3. Develop a contextual awareness and background in works of graphic design in preparation for creating effective solutions to graphic design problems.  
   4. Interpret and evaluate social and aesthetic implications of Graphic Design.  
   5. Describe aesthetic commonality of Graphic Design with other design practices.  
   6. Develop ability to communicate about Graphic Design issues

6. **COURSE CONTENT:**  
   **Lecture Content:**  
   1. Art Nouveau I  
      A. Arts and Crafts Movement  
      B. French Art Nouveau  
      C. The United States  
      D. England  
   2. Art Nouveau II  
      A. The Four  
      B. Vienna Secession  
      C. Wiener Werkstatte  
      D. Germany  
   3. Sachplakat, The First World War, and Dada  
      A. Sachplakat in Germany  
      B. The First World War  
      C. The United States
4. Modern Art, Modern Graphic Design
   A. Montparnasse
   B. Cubism
   C. The London Underground
   D. Futurism
   E. Purism
   F. Art Deco in France and Britain
   G. Art Deco and Colonialism

5. Revolutions in Design
   A. De Stijl
   B. The Russian Revolution and the Bolshevik Poster
   C. Russian Suprematism and Constructivism

6. The Bauhaus and the New Typography
   A. Dada and Russian Constructivism
   B. German Expressionism
   C. The Arbeitsrat fur Kunst
   D. Weimar Bauhaus
   E. Dessau Bauhaus
   F. The New Typography

7. American Art Deco and the Second World War
   A. The American Magazine
   B. Government Patrons
   C. The Museum of Modern Art
   D. Pulp Magazines
   E. Germany in the 1930's
   F. The Second World War

8. Triumph of the International Style
   A. "Swiss Style"
   B. England and the International Style
   C. American Innovators
   D. Corporate Identity in Germany and America

9. Post Modernism, the Return of Expression
   A. Psychedelic Posters
   B. Early Postmodernism
   C. Mature Postmodernism
   D. Postmodern Typography
   E. Postmodernism of Resistance Typography

10. Contemporary Graphic Design
    A. Eclectic Experiments
    B. The Technology Aesthetic
    C. Web Design 1.0: Beginnings
    D. Web 2.0: Interactivity
    E. Contemporary Typography

7. REPRESENTATIVE METHODS OF INSTRUCTION:
   Typical methods of instruction may include:
   A. Lecture
   B. Other (Specify): Lectures with supporting visuals and audio. Reading and practical textbook assignments to be completed and turned in. Instructor-designed projects and papers to be completed and turned in.

8. REPRESENTATIVE ASSIGNMENTS
   Representative assignments in this course may include, but are not limited to the following:
   **Writing Assignments:**
   Students complete a written report on a local exhibition or selected graphic design work.
   **Reading Assignments:**
   Reading assignments to be completed and turned in.
9. REPRESENTATIVE METHODS OF EVALUATION
   Representative methods of evaluation may include:
   A. Exams/Tests
   B. Projects
   C. Quizzes

10. REPRESENTATIVE TEXT(S):
    Possible textbooks include:

    **Origination Date:** November 2014
    **Curriculum Committee Approval Date:** January 2015
    **Effective Term:** Fall 2015
    **Course Originator:** Kevin Henson