College of San Mateo
Official Course Outline

1. **COURSE ID:** DGME 215   **TITLE:** History of Graphic Design
   Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours
   Method of Grading: Grade Option (Letter Grade or Pass/No Pass)

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. This course is designed to connect
       the works of representative artists and the relevant styles with the appearance and development of new
       printing and displaying technologies and their social and historical impact.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**
   Upon successful completion of this course, a student will meet the following outcomes:
       1. Develop a contextual awareness and background in works of graphic design in preparation for creating
          effective solutions to graphic design problems.
       2. Interpret and evaluate social and aesthetic implications of graphic design.
       3. Describe commonalities between graphic design and other design practices.
       4. Develop ability to articulate the influence of design on historic and current events and trends.

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. Course Introduction/ Contemporary Graphic Design
       2. Helvetica the Movie
       3. Early humans: Communication and inventions
       4. Evolution of Printing and Typography
       5. Renaissance: design, architecture and inventions
       6. Industrial Revolution
       7. Advertising design and public relations
       8. The development of brands
       9. Art Nouveau posters
      10. Design and war
      11. Design and culture
      12. Design thinking / design principles and elements.
      13. Logos, branding and style guides
      14. Contemporary design and designers

15. The Digital Revolution

7. **REPRESENTATIVE METHODS OF INSTRUCTION:**
Typical methods of instruction may include:
   A. Lecture
   B. Critique
   C. Field Trips
   D. Guest Speakers
   E. 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.
Other Outside Assignments:
   Students keep a journal of lectured materials and respond to journal prompts from instructor.

9. **REPRESENTATIVE METHODS OF EVALUATION**
Representative methods of evaluation may include:
   A. Exams/Tests
   B. Group Projects
   C. Lab Activities
   D. Oral Presentation
   E. Projects
   F. Quizzes

10. **REPRESENTATIVE TEXT(S):**
Possible textbooks include:
   A. Pater, Ruben. *CAPS LOCK: How Capitalism Took Hold of Graphic Design, and How to Escape from It,* ed. Amsterdam: Valiz, 2021

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Course Originator: Vera Fainshtein