

AH 2050 - HISTORY OF GRAPHIC DESIGN

Credits: 3

This seminar and research course addresses important historical and contemporary developments in visual communication. Beginning with the roots of pictorial and written languages, the content moves to key 19th and 20th century periods (including the emergence of the Bauhaus and typographic history), then culminates with the contemporary scene. Upon successful completion of this course, students will have engaged in reading, writing, and verbal critical thinking skills—both as individuals and in teams. Students will understand the embedded relationships between graphic design, culture, technology, and society.

Prerequisites: AH 1110 - Art Historical Methods + History

Notes: Offered online only.

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Students demonstrate critical thinking skills, defined as the capacity to challenge assumptions, contextualize information, identify problems, conceptualize responses.	Demonstrates excellent grasp of critical thinking skills, defined as the capacity to challenge assumptions, contextualize information, identify problems, conceptualize responses.	Demonstrates good evidence of critical thinking skills, defined as the capacity to challenge assumptions, contextualize information, identify problems, conceptualize responses.	Demonstrates some evidence of critical thinking skills, defined as the capacity to challenge assumptions, contextualize information, identify problems, conceptualize responses.	Does not demonstrate critical thinking skills, defined as the capacity to challenge assumptions, contextualize information, identify problems, conceptualize responses.	LA 1	Critical Thinking Communication Competence
Students demonstrate writing skills, which encompasses thesis statement, organization, conclusion, grammar, syntax, and spelling.	Demonstrates excellent grasp of writing skills, which encompasses thesis statement, organization, conclusion, grammar, syntax, spelling, and adheres to CMS formatting.	Demonstrates good evidence of writing skills, which encompasses thesis statement, organization, conclusion, grammar, syntax, spelling, and adheres to CMS formatting.	Demonstrates some evidence of writing skills, which encompasses thesis statement, organization, conclusion, grammar, syntax, spelling, and adheres to CMS formatting.	Does not demonstrate writing skills, which encompasses thesis statement, organization, conclusion, grammar, syntax, spelling, and adheres to CMS formatting.	LA 2	Communication Competence
Students practice formal analysis and the identification, definition, and application of the elements and principles of design as well as the various types of media found within Graphic Design.	Demonstrates critical formal analyses through a nuanced identification, definition, and application of the elements and principles of design to this practice in both oral and written exercises	Consistently and correctly identifies, defines, and applies the elements and principles of design to the practice of formal analysis in oral and written exercises	Often correctly identifies, defines, and applies the elements and principles of design to the practice of formal analysis in oral and written exercises; however, student lacks consistency in this application	Does not demonstrate the ability to define, identify, or apply the elements and principles of design to the practice of formal analysis in oral and written exercises	LA 6	Design Communication Competence
Students recognize formal art historical divisions of Graphic Design.	Evaluates formal art historical divisions of Graphic Design	Explains formal art historical divisions of Graphic Design	Recognizes formal art historical divisions of Graphic Design	Does not recognize formal art historical divisions of Graphic Design	LA 7	Design Competence
Students recognize some of the tenets of art criticism, theory, and methodologies.	Consistently identifies basic tenets of art criticism, theory, and methodologies	Identifies most basic tenets of art criticism, theory, and methodologies	Identifies some basic tenets of art criticism, theory, and methodologies	Does not recognize basic tenets of art criticism, theory, and methodologies	LA 8	Critical Thinking
Describe the progression of written languages.	Consistently describes the progression of written languages	Describes the progression of written languages with some inconsistencies	Describes the progression of written languages with confusion and/or inconsistencies	Does not describe the progression of written languages with some inconsistencies	LA 7	Design Communication Competence
Analyze the work of designers and typographers.	Evaluates the work of designers and typographers.	Explains the work of designers and typographers.	Understands the work of designers and typographers.	Does not understand the work of designers and typographers.	LA 6, LA 7	Critical Thinking Communication Competence Design Competence
Identify and differentiate key design movements and the cultural influences and technological advancements on various aspects of design history.	Identifies and differentiates key design movements and the cultural influences and technological advancements on various aspects of design history with consistency and nuance	Identifies and differentiates key design movements and the cultural influences and technological advancements on various aspects of design history with some consistency but often misses finer, nuanced details	Identifies and differentiates key design movements and the cultural influences and technological advancements on various aspects of design history with confusion and/or inconsistencies	Does not identify and differentiate key design movements and the cultural influences and technological advancements on various aspects of design history	LA 6, LA 7	Design Competence
Analyze reading assignments through discussions and written responses.	Demonstrates nuanced, sophisticated, and critical analysis of reading assignments through discussions and written responses	Demonstrates consistent and critical analysis of reading assignments through discussions and written responses but lacks nuance and sophistication	Demonstrates a developing analysis of reading assignments through discussions and written responses but lacks consistency and a developed criticality	Does not demonstrate the ability to analyze reading assignments through discussions and written responses	LA 1, LA 2	Critical Thinking Communication Competence
Students demonstrate competence in discipline-specific citation styles.	Demonstrates superior competencies in the application of discipline-specific citation styles	Demonstrates competency in the application of discipline-specific citation styles with some inconsistencies and/or mistakes	Demonstrates a developing competency in the application of discipline-specific citation styles with inconsistent application and repeated mistakes	Does not apply discipline-specific citation styles	LA 9	Communication Competence