

**CUYAMACA COLLEGE**  
**COURSE OUTLINE OF RECORD**

**ART 149 - HISTORY OF GRAPHIC DESIGN**

3 hours lecture, 3 units

**Catalog Description**

This course examines graphic design as a vital component of each culture and period in human history. Leaders in design, innovated technologies and import design movements are covered in their historical context. This course is for students majoring graphic design, art history, studio arts and anyone interested in the history of graphic design.

**Prerequisite**

None

**Course Content**

- 1) Prehistoric visual communications
- 2) Egyptian hieroglyphs
- 3) Illuminate manuscript
- 4) Alphabets
- 5) Early Typography
- 6) Renaissance Graphic Design
- 7) Industrial Revolution
- 8) Printing
- 9) Photography
- 10) Lithography
- 11) Advertising
- 12) Arts and Crafts Movement
- 13) Art Nouveau
- 14) 20<sup>th</sup> Century Design
- 15) Modern Era
- 16) Typeface
- 17) Corporate Identity
- 18) Poster
- 19) Postmodern Design
- 20) Digital Age

**Course Objectives**

Students will be able to:

- 1) Identify and examine representative art works and graphic designs from early history to the present employing appropriate art terminology
- 2) Analyze, discuss and differentiate artworks pertaining to graphic design in terms of context and cultural views.
- 3) Analyze, discuss, and distinguish the roles of artist and graphic designers.

**Method of Evaluation**

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in the subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Written essays, assignments, or research projects or reports or discussion or presentations
- 2) Essays, exams, quizzes, and/or final exam

**Special Materials Required of Student**

None

**Minimum Instructional Facilities**

Smart classroom with adjustable lighting and darkening shades for viewing art

**Method of Instruction**

- 1) Lecture and discussion
- 2) In and out of class readings
- 3) Internet research
- 4) Cooperative learning or individual projects/assignments
- 5) Museum or gallery or cultural site visits
- 6) Review sessions

**Out-of-Class Assignments**

- 1) Assigned readings
- 2) Museum or gallery or outside classroom visits
- 3) Written reports and/or presentations or projects

**Texts and References**

- 1) Required (representative examples):
  - a. Meggs, Philip and Purvis, Alston. History of Graphic Design. 6th ed. New York: Wiley, 2016.
  - b. Armstrong, Helen. Graphic Design Theory: Ready from the Field. New York: Princeton Architectural Press. 2009.
- 2) Supplemental:  
Handouts as assigned.

**Student Learning Outcomes**

Upon successful completion of this course, students will be able to:

- 1) Use art vocabulary to identify and analyze the formal and aesthetic components in works of art or the processes which they are made.
- 2) Identify artistic qualities, major works, and significant individuals in art from various historical periods
- 3) Identify the diverse, social, political, economic or cultural perspectives that affect art.