

Washtenaw Community College Comprehensive Report

GDT 101 History of Graphic Design Effective Term: Fall 2021

Course Cover

College: Business and Computer Technologies

Division: Business and Computer Technologies

Department: Digital Media Arts (new)

Discipline: Graphic Design Technology

Course Number: 101

Org Number: 14520

Full Course Title: History of Graphic Design

Transcript Title: History of Graphic Design

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Consultation with all departments affected by this course is required.

Course description

Outcomes/Assessment

Objectives/Evaluation

Rationale: Three-year update based on assessment report results.

Proposed Start Semester: Fall 2021

Course Description: In this course, students will discover the history and evolution of graphic design from prehistoric mark-making to the vibrant visual landscape we see around us today. The subject is viewed in the context of relevant social, technological, economic, and cultural events such as the origins of the alphabet, the invention of printing, and the birth of desktop publishing. Although the course focuses on graphic design and visual communication systems, it stresses connections to related disciplines such as architecture, industrial design, photography, and the traditional fine arts.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 Student: 45

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 45 Student: 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

General Education

MACRAO

MACRAO Humanities

General Education Area 6 - Arts and Humanities

Assoc in Applied Sci - Area 6

Assoc in Science - Area 6

Assoc in Arts - Area 6

Michigan Transfer Agreement - MTA

MTA Humanities

Request Course Transfer

Proposed For:

Eastern Michigan University

Ferris State University

Grand Valley State University

Jackson Community College

Kendall School of Design (Ferris)

Lawrence Tech

Michigan State University

Oakland University

University of Detroit - Mercy

University of Michigan

Wayne State University

Western Michigan University

Other : Savannah College of Art and Design

Student Learning Outcomes

1. Differentiate the characteristics of graphic design within the larger scope of visual communication.

Assessment 1

Assessment Tool: Outcome-related matching, multiple-choice and ordering exam questions

Assessment Date: Spring/Summer 2021

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 75% of students will score 70% or higher.

Who will score and analyze the data: Departmental faculty

2. Recognize the direct impact of various social, cultural, and political environments on visual communication, graphic design, and the visual arts.

Assessment 1

Assessment Tool: Outcome-related matching, multiple-choice and ordering exam questions

Assessment Date: Spring/Summer 2021

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 75% of student will score 70% or higher.

Who will score and analyze the data: Departmental faculty

- Associate major periods of Western history such as the Middle Ages, the Renaissance and the Industrial Revolution with the major visual communication developments of those eras.

Assessment 1

Assessment Tool: Outcome-related matching, multiple-choice and ordering exam questions
 Assessment Date: Spring/Summer 2021
 Assessment Cycle: Every Three Years
 Course section(s)/other population: All sections
 Number students to be assessed: All students
 How the assessment will be scored: Answer key
 Standard of success to be used for this assessment: 75% of students will score 70% or higher.
 Who will score and analyze the data: Departmental faculty

- Identify key figures and eras of major graphic design movements.

Assessment 1

Assessment Tool: Outcome-related matching, multiple-choice and ordering exam questions
 Assessment Date: Spring/Summer 2021
 Assessment Cycle: Every Three Years
 Course section(s)/other population: All sections
 Number students to be assessed: All students
 How the assessment will be scored: Answer key
 Standard of success to be used for this assessment: 75% of students will score 70% or higher.
 Who will score and analyze the data: Departmental faculty

- Recognize the unique visual properties of various graphic design tools, techniques and processes.

Assessment 1

Assessment Tool: Outcome-related matching, multiple-choice and ordering exam questions
 Assessment Date: Spring/Summer 2021
 Assessment Cycle: Every Three Years
 Course section(s)/other population: All sections
 Number students to be assessed: All students
 How the assessment will be scored: Answer key
 Standard of success to be used for this assessment: 75% of students will score 70% or higher.
 Who will score and analyze the data: Departmental faculty

Course Objectives

- Identify the differences between graphic design, visual communication and the fine arts.
- List the sequence of events that lead to the formation of the Latin alphabet.
- Describe the role of graphic design as it relates to social, cultural, and political environments.
- Relate the significance of the printing press and its impact on the transmission of societal, cultural, and political information.
- Differentiate between the *Modernist* and *Postmodernist* points of view.
- Describe the key differences between the terms *script*, *lettering*, *typography* and *font*.
- Understand the major technological innovations of the Industrial Revolution and their impact on the field of graphic design.
- Recognize the connections among major social, cultural, and political events such as The Great Exhibition of 1851, the 1900 World's Fair, World War I, the Russian Revolutions and the Great Depression as well as the impact of these events on early modernist graphic design movements.
- Identify characteristics of European and Russian Avant-garde movements including Cubism, Futurism, Dadaism, De Stijl, Constructivism and the Bauhaus school.
- Understand the sequential relationship between the New Typography movement, the Swiss Typographic Style, and the International Style, and the driving factors behind all three.
- Describe the social, cultural, and political environment in the United States during World War II and its impact on popular graphics of that era.
- Identify and describe significant characteristics and influences of the British Arts & Crafts movement, Japanese Ukiyo-e, and French Art Nouveau.

13. Identify the characteristics of graphic design at the beginning of the digital era and how the introduction of the Macintosh computer changed the field of graphic design.

New Resources for Course

Course Textbooks/Resources

Textbooks

Meggs, Philip B.. *Meggs' History of Graphic Design*, 6th ed. Wiley, 2016, ISBN: 1118772059.

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

Data projector/computer

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Kevin Woodland</i>	<i>Faculty Preparer</i>	<i>Jun 17, 2021</i>
Department Chair/Area Director: <i>Jason Withrow</i>	<i>Recommend Approval</i>	<i>Jun 17, 2021</i>
Dean: <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Jun 18, 2021</i>
Curriculum Committee Chair: <i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Aug 10, 2021</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Aug 10, 2021</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Aug 17, 2021</i>