# Master Syllabus

## VIS 1180 - History of Design

**Division:** Liberal Arts, Communication and Social Sciences

**Department:** Design

**Credit Hour Total:** 3.0      **Lecture Hrs:** 3.0

**Prerequisite(s):** DEV 0035

**Date Revised:** September 2016

## Course Description:

History of graphic design covering major designers and their work, as well as design movements. From the origins of graphic art including printing and typography through the rise of the Internet, this course will explore the connection between culture and technology in the evolution of graphic design.

## General Education Outcomes:

- Oral Communication
- Critical Thinking/Problem Solving
- Information Literacy
- Written Communication
- Values/Citizenship/Community

## Course Outcomes:

**Technological Influences**
Identify and describe how the invention of new technologies in typography, printing and media have influenced graphic design.

**Assessment Method:** Locally developed exams
**Performance Criteria:** 70% of students score at least 70% on exams

**Assessment Method:** Performance appraisals
**Performance Criteria:** 70% of students score at least 70% in coursework

**Design Movement Recognition**
Recognize and identify design movements, designers from that movement and examples of their work.

**Assessment Method:** Locally developed exams
**Performance Criteria:** 70% of students score at least 70% on exams

**Cultural Influences**
Recognize the cultural and technological changes that influence design styles and movements.

**Assessment Method:** Locally developed exams
**Performance Criteria:** 70% of students score at least 70% on exams

**Assessment Method:** Performance appraisals
**Performance Criteria:** 70% of students score at least 70% on comparison paper.

**The Influence of Graphic Art**
Articulate how graphic design has influenced culture and consumerism.

**Assessment Method:** Locally developed exams
**Performance Criteria:** 70% of students score at least 70% on exams

**Assessment Method:** Performance appraisals
**Performance Criteria:** 70% of students score at least 70% on group presentation

## Outline:

Visual langauge in ancient civilizations
Written and symbolic language of medieval Europe
The printing press, movable type and the Renaissance
Graphic design and the industrial revolution
The Arts and Crafts and Art Nouveau movements
Early Modernism in Europe
Modernism, International style and corporate graphics
Post-Modernism and the age of information