

Montgomery County Community College  
ART 104  
History of Graphic Design  
3-3-0

**COURSE DESCRIPTION:**

A survey of visual communication from the earliest written language through contemporary graphic design. Emphasis will be placed on the developments in graphic design from the Industrial Revolution to the present. Modern graphic design in mass communication will be examined in relation to the broader cultural, social, and technological contexts in which they were created. The Arts and Crafts movement, Art Nouveau, Bauhaus, de Stijl and Constructivism, Art Deco, and Post-Modernism will be covered. Comparative study of graphic design in relation to the arts and other manifestations of human intellectual achievement in the rapidly changing social and technological landscape of the twentieth century will be examined.

**REQUISITE(S):***Previous Course Requirements*

- \* ENG 010A Basic Writing or ENG 011 Basic Writing II or ESL 011 Basic Writing II with a minimum grade of "C"
- \* REA 011 Fundamentals of College Reading or REA 017 Vocabulary and Reading Comprehension Development II with a minimum grade of "C"

*Concurrent Course Requirements*

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Evaluate the formal aesthetic qualities of historically significant works of graphic design.	Slide Presentations Lecture Group Discussions Library Research Internet Research Museum Visits Student Presentations	Research Papers Student Presentations Written Examinations
2. Identify significant works of graphic design within an art-historical period/style and its historical and social context.	Slide Presentations Lecture Group Discussions Library Research Internet Research Museum Visits Student Presentations	Research Papers Student Presentations Written Examinations

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Articulate the relationships between cultural context, period styles and particular graphic designers.	Slide Presentations Lecture Group Discussions Library Research Internet Research Museum Visits Student Presentations	Research Papers Student Presentations Written Examinations
4. Discuss graphic design as it has been defined in both historical human experience and from a contemporary perspective.	Slide Presentations Lecture Group Discussions Library Research Internet Research Museum Visits Student Presentations	Research Papers Student Presentations Written Examinations
5. Use descriptive and critical writing skills to analyze graphic design and its relevant social context.	Slide Presentations Lecture Group Discussions Library Research Internet Research Museum Visits Student Presentations	Research Papers Student Presentations Written Examinations
6. Use the appropriate vocabulary for discussing works of graphic design in an Art Historical context.	Slide Presentations Lecture Group Discussions Library Research Internet Research Museum Visits Student Presentations	Research Papers Student Presentations Written Examinations
7. Evaluate the formal aesthetic qualities of historically significant works of graphic design.	Slide Presentations Lecture Group Discussions Library Research Internet Research Museum Visits Student Presentations	Research Papers Student Presentations Written Examinations

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

## SEQUENCE OF TOPICS:

1. Basic principles of design and vocabulary specific to visual communication
2. Pre-History (Cave Art)
3. Creation of writing
4. Asia, Egypt, Greece, Rome, Medieval Manuscript
5. Europe and the Printing Revolution (printing press and typography)
6. Industrial Revolution and the application of machine technology (the camera)
7. Arts and Crafts Movement
8. Art Nouveau
9. The Secessionists
10. Futurism, Constructivism and Dada
11. War and Propaganda I
12. The Bauhaus
13. De Stijl
14. Pre-War Europe and USA
15. War and Propaganda II
16. Post War Europe and USA
17. The 1960's
18. New Wave
19. The Information Age

## LEARNING MATERIALS:

Meggs, Philip B. (2011) *The History of Graphic Design*.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

## COURSE APPROVAL:

Prepared by: Frank Short	Date: 2/11/2010
Interim VPAA/Provost Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 10/19/2010
Revised by: Frank Short	Date: 5/17/2013
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 7/10/2013
Revised by: Frank Short	Date: 8/7/2017
VPAA/Provost or designee Compliance Verification:	Date: 8/7/2017



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*