Course Description
Study of 19th and 20th century commercial and advertising design exploring concurrent connections to developments in Modern Art. Course work will include exams, written reports, as well as museum visits.
Prerequisite: ART 11 or departmental permission
Corequisite: none

Course Goals
• Learn to recognize, name and classify graphic and digital design artworks.
• Be able to describe and analyze visual elements within typographical design works.
• Understand artistic production within an historical, political, religious and social context.
• Understand how works of graphic design functioned within specific periods.
• Understand design works viewed in museums, pictured in textbooks, and seen in everyday life.
• Course grade will be determined by attendance, class participation, quality of work, timely completion of assignments, and performance on papers, quizzes and exams.

Textbook

Course Topics
The Industrial Revolution
• New Typography
• Photography
• Victorian Era Graphics
• Arts & Crafts Movement
• Ukiyo-e and Art Nouveau

Modernism
• The Influence of Modern Art
• War and Propaganda
• Futurism and Constructivism
• De Stijl
• The Bauhaus
• Modernism in America

- Continued on other side -
ART 56 Graphic & Digital Design History
3 credits / 3 hours

Course Topics Continued

**The Age of Information**

- International Style
- The New York School
- Swiss Design
- Corporate Identity Systems
- Postmodern Design

**The Digital Age**

- Desktop Publishing
- Digital Imaging
- The Internet
- Multimedia and Interactive Design
- Graphic Design in Film
- Animation and Gaming

**Program Goal**
To become familiar with the major achievements in the history of art/design, including the works and intentions of leading artists/designers in the past and present.

**General Education Goal**
Communication: Use reading, writing listening and speaking to research, interpret, and communicate information in these areas.