

Prepared by the Department of Arts and Communication
Date of Departmental Approval: February 14, 2017
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Effective: Fall 2017

1. **Course Number:** ART137
Course Title: History of Graphic Design
2. **Description:** This course critically investigates and explores graphic design and visual communication history, materials, techniques and styles, major movements and significant artists and designers. This course requires students to participate in lecture and presentation, and prepare writing and studio projects. Students build a conceptual and visual understanding of vocabulary, applying critical thinking and visual skills in an evaluation of the historical context and the importance of historical reference in graphic design work.
3. **Student Learning Outcomes.** Upon successful completion of this course, students are able to do the following.
 - CREATIVE EVALUATION
 - Identify the fundamental elements of visual language (line, shape, negative shape, texture, color, perspective, space, composition and structure) in historically significant art & design work.
 - Investigate concepts/themes/ideas as visual reference in art and design work.
 - CRITICAL THINKING
 - Identify and articulate the vocabulary of graphic design by period and artist.
 - Identify the historical and political influence of graphic design.
 - Identify visual elements in art or design work and evaluate them using written or oral presentation.
 - Exhibit an understanding of the impact of major design theory on graphic design communication arts since the industrial revolution
 - Appraise a broad historical perspective in graphic design and understand the impact and evolution of technology.
 - Identify and discuss the influences of the work of contemporary visual designers on graphic design and society.
4. **Credits:** 3 credits
5. **Satisfies General Education Requirement:** No.
6. **Prerequisite:** ENL025 (Reading & Writing Essentials) or satisfactory basic skills assessment scores
7. **Semesters Offered:** Fall, Spring
8. **Suggested General Guidelines for Evaluation:** Projects, evaluation of application of visual information, essay, written and oral examinations that exhibit an understanding of the periods and artists in graphic design.
9. **General Topical Outline (Optional):**
 - Elements of visual language (line, shape, negative shape, texture, color, perspective, space, composition and structure) in historically significant art & design work.
 - Impact of major design theory on graphic design since the industrial revolution and the impact and evolution of technology.
 - Influences of contemporary visual designers on design, art, and society.