



DESN 200-02 | Design History | FALL 2020 | 3 credits

****This syllabus is subject to change****

Faculty: Theresa “Nacho” Montiel

Email: tmontiel@uarts.edu

Virtual Office Hours: Wednesdays, 30 mins post-class or email me to schedule a meeting.

ZOOM ROOM INFO: Meeting ID: 834 4651 6104 | **Passcode:** DESN200

<https://us02web.zoom.us/j/83446516104?pwd=c29zL2R1ZTNVUER6ZldUTTdOUUJpZz09>

My preferred method of contact is by sending me a UArts e-mail. My email will be checked regularly 9am - 5pm Monday - Friday. Do not email me about a project the night before it's due. I will use Canvas Announcements and Canvas Inbox for all course communications. You will receive these communications in your UArts email, and you can access copies of these communications on the Canvas site. In addition, you can set up your mobile phone as a contact method to receive Announcement notifications as text (SMS) messages. **To schedule an appointment with me, please send me an email through UArts Inbox.**

COURSE DESCRIPTION

This course presents a selection of key concepts in the history of design, particularly the idea of human beings as designers and makers, i.e. Homo Faber. The focus of this course is on the period of prehistory through the Renaissance, and on to the Enlightenment and finally from the mid-nineteenth century to the late twentieth century within the broader context of this time period's rapid technological change, social and political upheaval, and expanding cultural exchange. Looking at these periods, this course examines the relationship between design and culture, design and craft, design as problem solving and as a “rational method”, and design in relation to society. The primary objective of this course is to provide a deep historical context for the practice of design.

MEETING TIMES

Our scheduled class meeting times are **WEDNESDAYS from 9am to 11:30am Eastern Time.** See Course Format section below for more details.

PRE- REQUISITES:

COMP*102, COMP*102D, COMP*102E, COMP*112, COMP*112H, or COMP*112W must be completed prior to taking this course.

STUDENT LEARNING OUTCOMES

By the end of the course, students will be able to:

- Students in this course will be able to understand and analyze key concepts in the history of design, particularly the idea of human beings as designers and makers, i.e. Homo faber.
- They will have a chance to gain an understanding of the relationship between design and culture, as well as the idea of design as a “rational method” and a mode of implementing “systems theory”.
- Students will be able to demonstrate their understanding through class discussions, as well as projects.

MAJOR OBJECTIVES

Understanding and coming away with a deeper understanding and personal opinions on....

- design without designers
- animals as designers + humans as designers
- design before the Industrial Revolution
- design and culture
- design and idea of the individual designer
- design and the masses, design and ideology, design and commercialism
- design and the idea of the “object” + design and “systems”

REQUIRED MATERIALS

- Readings (to be provided as URLs and PDFs by the instructor)
- Sketchbook (this will be for sketches and projects)
- Pencils, Pens
- USB drive or External drive
- Comfortable with Google Slides and Google Drive
- Comfortable with Canvas (Instructure)
- Comfortable with virtual presentations

COURSE TECHNOLOGY

This semester, technology will play an important role in supporting your learning and engagement. This section outlines the technology requirements for using Canvas and Zoom, and additional technology you will need to fulfill the learning outcomes for this course.

Requirements for Canvas and Zoom:

- To access the Canvas LMS, you will need a personal computer (laptop or desktop) that will run at least Mac OS 10.10 (Yosemite) or Windows 7 through 10 (10 is preferred) in order to download the most up to date web browser of your choice (Chrome, Firefox, Safari, or Edge).
- To use Zoom, in addition to the previously stated requirements, you will need internet bandwidth of at least 20Mbps (higher if there are multiple, simultaneous users on your network), and it is recommended that you download the application from zoom.us. You will also need speakers, a microphone and a camera (either internal to your computer or external)

Policy on Recording Video and Audio, Streaming Video and Audio, or Photography in Classes

Unauthorized student recording of classroom or other academic activities (including advising sessions or office hours) is prohibited. Students requesting the use of assistive technology as an accommodation should contact the Office of Educational Accessibility at access@uarts.edu. Unauthorized use of classroom recordings – including distributing or posting them – is also prohibited. Students cannot copy, reproduce, display, or distribute course materials. Students who engage in unauthorized recording, unauthorized use of a recording, or unauthorized distribution of instructional materials will be referred to the Office of Residence Life and Community Standards.

ADDITIONAL TECHNOLOGY REQUIREMENTS FOR THIS COURSE:

Students will need access to a computer that can Google Drive, Zoom, and Instructure/Canvas. Students will submit their assignments digitally and are encouraged to back up their digital files regularly. Never work directly off of a flash drive. If a student is using a flash drive then they should copy their files to the desktop before working on them and then save them to their flash drive when completed, otherwise files could corrupt. Any projects missing due to lost or corrupt files will be considered incomplete and will be marked down a grade for every class it is late. The University Policies on Technology can be found in the UArts Catalog (catalog.uarts.edu).

COURSE FORMAT

This course will be delivered in a remote format consisting of activities that you complete outside of class meeting times and in-class activities that you engage in during live meetings held over Zoom.

In-Class Activities (over Zoom)

Class time will primarily consist of working on projects, demos, short lectures, sketch/progress reviews, and critiques. Students will be notified beforehand if a lecture or demo time is ever changed. Scheduled Zoom meetings will be used for demos, lectures, critiques, and sketch/progress reviews.

Pre- and Post-Class Activities and Assignments (Online)

You are expected to come to class having completed all assignments for that day and be ready to participate actively. Online activities will range from the following:

1. Class Announcements

All Announcements will be posted on Canvas the morning of each class. They should be read first thing, and will cover important topics like the class schedule, all lectures for the day, and the homework assignment.

2. Online Discussions

You will also be able to participate and respond to a series of online discussion posts. Please provide thoughtful, well-articulated responses when using the discussion board and always respect your fellow classmates. I will be monitoring this and will reply to any questions you might have.

3. Online Homework Assignments

You will have bi-weekly homework assignments that you will submit digitally through Canvas. You will find detailed instructions and assessment criteria for each assignment in Canvas, as well as instructions for submitting your assignments. Please consult the Course Schedule (below) and Canvas for the due dates for each assignment.

ASSESSMENT

Each project is introduced with a brief that refers to individual project goals and overall course goals as they pertain to the project. The success of the student in meeting these goals is assessed by the presentation of ideas and sketches through finished work during group and individual critiques and mid- semester and end-of- year reviews. Class participation and presentations, creative process, clear understanding of the principles set forth in class, communications skills, other projects, personal initiative, time management and attendance are all considered as well. Work will be assessed through clear demonstration of the following:

- overall quality of work;
- quality of presentations, in-class work, project statements and homework;

- proficiency: includes strength of conceptual solutions, design, technique and craft
- presentation: attention to production standards, following project specs, clean edges, trimmed borders, no smudges, quality construction, etc.
- initiative: showing independent thinking, follow-through, willingness to seek improvement by testing boundaries
- attitude: work ethic and professionalism, time-management, participation in critiques and classroom activities
- attendance: see attendance policy below for details.

OTHER ASSESSMENT CRITERIA

Successful performance will be evaluated based upon the following key indicators:

- Engagement with material: students demonstrating they are working on assignments both during class and out of class.
- There will be numerous opportunities for students to engage in short discussions and share knowledge with classmates. Embracing these opportunities will contribute to a positive learning atmosphere and result in a positive grade.
- Students are expected to follow along with the instructor's presentation of techniques shared throughout the semester and demonstrate they comprehend the material during each lesson. Some of these assignments will be collected and graded based upon successful implementation.
- Throughout the course there will be assignments students are expected to work on outside of class. Students will be given opportunity in class to work on these assignments with the benefit of the knowledge of the instructor and classmates. These assignments will be presented to students in the form of a project brief which will outline the expectations and scope of each assignment.
- Students will have the opportunity to share progress and challenges of each assignment before the assignment is due. Successful completion of these assignments will constitute a large percentage of a student's grade. As this is a techniques course, successful acquisition and presentation of these techniques will be critical for advancing each student.

ASSESSMENT METHODS

Assessment methods will vary over the course of the semester. Progress assessments will be determined based on weekly in-class assignments and homework reviews. Students will make formal in-class presentations of projects in progress to their peers and instructor. Students will receive Project Briefs before every major project with specific criteria of expectations, delivery method and due date. When projects are complete, students will upload their final files to a Google Drive Folder provided by the instructor, as well as present them formally during critiques. The Instructor will evaluate each project and provide feedback to each student. (Google Drive is used to teach students current industry standard delivery methods.)

GRADING CRITERIA

You will receive both a midterm and a final grade in this course. The midterm grade will show up in Student Self-Service but will not appear on your transcript or factor into your GPA. The purpose of the midterm grade is to provide you with an indication of your progress in meeting course requirements and objectives and to allow you, with the help of me and your advisor, to take any necessary steps to improve your learning and performance.

Your midterm grade will be determined based on the points you receive on projects, homework assignments, attendance, and class participation through the 7th week of class.

Your final grade is based on the timely completion of assignments on the designated due date. If an assignment is not completed on time then it will be marked down a grade for every class it is late. Attendance, class participation, personal growth, portfolio and end of semester review will also factor into the final grade.

| Assignments Factored into Your Course Grade | Point Value | Percentage |
|---|-------------|-------------|
| Short Homework Assignments (Weekly) | 100 | 20% |
| Major Project #1 - Midterm Exam | 100 | 35% |
| Major Project #2 | 100 | 35% |
| Discussions | 100 | 10% |
| Total | 400 | 100% |

GRADING SCALE

| | | | | | | | |
|----|----------|----|---------|----|---------|----|---------|
| A | 93 - 100 | B | 83 - 86 | C | 73 - 76 | D | 63 - 66 |
| A- | 90 - 92 | B- | 80 - 82 | C- | 70 - 72 | D- | 60 - 62 |
| B+ | 87 - 89 | C+ | 77 - 79 | D+ | 67 - 69 | F | 0 - 59 |

COURSE POLICIES AND COMMUNITY GUIDELINES

Academic Integrity Policy

All work completed for this class must be done only for this class and no other. All of your assignments must be completed by you alone. Your work must be held to the highest ethical standard in regard to copyright. If any student is unclear about what constitutes plagiarism then they should consult their instructor or review A Guide to Research and Documentation available on the University Libraries website (www.uarts.edu/libraries/index.html).



Attendance

Students are expected to be available during our designated class time. The School of Design has a six-absence policy for courses that meet twice a week. After four absences, you will receive a care notice. After the seventh absence, you will not pass the course. Lateness for scheduled reviews, critiques, lectures or demos will count as a half absence. Any work due on the day missed should be emailed to the instructor that day or it will lose a letter grade for each class it is not handed in. It is the student's responsibility to make up all material covered and work missed due to absences.

In the event that absences are the result of extraordinary, documented circumstances and are numerous enough that it is impossible for the student to qualify for advancement, the student may be advised to withdraw from the course. If the course is required for the degree, the student will also be required to repeat the course in a subsequent semester.

Recording Policy

Unauthorized student recording of classroom or other academic activities (including advising sessions or office hours) is prohibited. Students requesting the use of assistive technology as an accommodation should contact the Office of Educational Accessibility at access@uarts.edu. Unauthorized use of classroom recordings – including distributing or posting them – is also prohibited. Students cannot copy, reproduce, display, or distribute course materials. Students who engage in unauthorized recording, unauthorized use of a recording, or unauthorized distribution of instructional materials will be referred to the Office of Residence Life and Community Standards.

Guidelines for Discussion Board Posts

Practice professionalism, be thoughtful, polite and to the point. If you find something confusing or want to know more about a topic don't hesitate to ask questions. Make sure to read all of the posts in a thread so that you avoid repeating what others have already posted. And above all respect your peers, the discussion board is a tool that everyone should feel safe to use.

SYLLABUS STATEMENTS

Office of Educational Accessibility

UArts values diverse types of learners and is committed to ensuring that each student is afforded an equal opportunity to participate in all learning experiences. If you have or think you may have a learning difference or disability – including a mental health, medical, or physical impairment – that would impact your educational experience in this class, please contact the Office of Educational Accessibility (OEA) at access@uarts.edu to register for appropriate accommodations. Faculty can provide course accommodations/modifications only after receipt of an approved accommodations letter from OEA.

Notice of Nondiscrimination

The University expressly prohibits any form of discrimination and harassment on the basis of race, color, national origin, religion, sex, gender identity, age, mental or physical disability, veteran status, or any other protected classification in accordance with Federal, state, and local non-discrimination and equal opportunity laws. If you have encountered any such form of harassment or discrimination, we



encourage you to report this to the Title IX Coordinator at titleix@uarts.edu.

Sexual violence, sexual harassment, intimate partner/dating violence, and other forms of sexual misconduct are considered forms of sex-based discrimination and are prohibited by University policy and by law. We encourage students to report any incidents of sexual misconduct by contacting the Title IX Coordinator at titleix@uarts.edu. For more information about options and resources available to those who may have been impacted by sexual misconduct, please visit www.uarts.edu/titleix.

Official Basic Needs Clause

Any student who has difficulty affording groceries, accessing sufficient food to eat every day, or living in a safe and stable environment – and believes this may affect their performance in this course – is urged to contact Student Services by emailing studentaffairs@uarts.edu. Student Services will provide students with any available resources.

Official Wellness Statement

UArts students have access to free, confidential wellness services via the Counseling Center and Health Services offices. For counseling services, please email counseling@uarts.edu. Counseling provides trained staff interested in supporting you through your academic journey as artists. Visit our website – www.uarts.edu/counseling – for more information. Students with medical concerns or in need of help from the campus nurse should email healthservices@uarts.edu. To learn more about medical services, please visit our website: www.uarts.edu/health. We are here to help.

COURSE GRID

The course is built upon a grid of historical eras, (three) different design fields, and the selected topics – this is outlined in the figure below:

COLOR CODED: PERIOD+TOPICS / FIELD / UNIT

| | INDUSTRIAL DESIGN | GRAPHIC DESIGN | MULTIMEDIA |
|--|----------------------------------|---------------------------------|-------------------------------|
| PREHISTORIC | | | |
| the earliest industrial design | Animal Design / Stone Age Design | | |
| humans as graphic designers | | Stone Age Design | Stone Age Design |
| the birth of symbols | | Pictograms | Copper Age Design |
| ANCIENT | | | |
| ancient visual design | | “Phaistos Disc” | “Phaistos Disc” |
| design of early structures | Stone Structures | | |
| ancient industrial design - West | Antikythera Mechanism | | Roman Imperial Design |
| ancient industrial design - East | Samurai Sword | | Prehistory of Television |
| MEDIEVAL | | | |
| design of Medieval structures | Cathedrals | | |
| pre-industrial design | Arms and Armor | | |
| early text and image design | | Manuscript to Books | |
| Medieval information design | | Early Cartography | Early Cartography |
| RENAISSANCE | | | |
| rise of the individual designer | Leonardo da Vinci Guttenberg | Leonardo da Vinci Guttenberg | |
| ENLIGHTENMENT | | | |
| “Rational design in the Age of Reason” | Science in the Enlightenment | Liberty | |
| 19th + 20th CENTURY | | | |
| design and the masses | Mass Production | | Eadweard Muybridge |
| design and the consumer | | Branding | |
| design in other cultures | | The Bauhaus | Propaganda Posters |
| design in the abstract | | Visual Display of Information | Visual Display of Information |

Through the study of the various units – e.g., “Leonardo da Vinci”, “Propaganda Posters”, “Visual Display of Information”, and so on – students will get a glimpse of the role of design and the designer at different times and places in history.

COURSE SCHEDULE

DESN*200 is a 15-week, 1x a week course, meeting 15 times a semester

| WEEK | TOPIC / IN-CLASS ACTIVITIES | POST-CLASS ASSIGNMENTS |
|---------------------------|--|---|
| WEEK 1 9/2 | INTRODUCTION HUMAN DESIGN <ul style="list-style-type: none"> Review Syllabus What is a Designer? Animal Design Proto-Human Design | READ: Links to online articles VIEW: Links to Video material DUE NEXT CLASS - 9/9: Homework Assignment # 1 |
| WEEK 2 9/9 | ARCHITECTURE <ul style="list-style-type: none"> Neolithic Revolution: Agriculture METALLURGY Civilization: What does it mean in terms of Design? Ziggurat/Great Pyramids Stones of Baalbek | READ: Links to online articles VIEW: Links to Video material DUE NEXT CLASS - 9/16: Homework Assignment # 2 |
| WEEK 3 9/16 | ANCIENT MACHINES <ul style="list-style-type: none"> The Cult of the Maker – Daedalus Greek + Roman Mills Catapult First Computer - Antikythera mechanism Roman Roads: Rise of Rome | READ: Links to online articles VIEW: Links to Video material DUE NEXT CLASS - 9/23: Homework Assignment # 3 |
| WEEK 4 9/23 | CARTOGRAPHY <ul style="list-style-type: none"> Mapmaking for land -- who were they for? The importance of geography and scale Inca Road network (refer back to Roman roads in last class) First atlas | READ: Links to online articles VIEW: Links to Video material DUE NEXT CLASS - 9/30: Homework Assignment # 4 |

| | | |
|---|---|--|
| <p>WEEK 5 9/30</p> | <p>BOUNDARIES + WARS</p> <ul style="list-style-type: none"> • WEAPONS: Recap handmade weapons • Design to the environment: A look at Aztec armor and weapons • ARMOR + WAR REGALIA -- Masks, shields, chain mail, knights' armor, headdresses • The evolution from Roman Armor all the way to the Medieval Armor | <p>READ: Links to online articles</p> <p>VIEW: Links to Video material</p> <p>DUE NEXT CLASS 10/7: Homework Assignment # 5</p> |
| <p>MIDTERM DUE SOON -- 10/14</p> | |  <p>BE PREPARED</p> |
| <p>WEEK 6 10/7</p> | <p>RELIGION AND DESIGN</p> <ul style="list-style-type: none"> • The fall of Rome and Byzantine Design • Temple vs Church • The Architectural language of light • Domes in Islam • Hagia Sofia • Romanesque to Gothic • Gothic Arches | <p>READ: Links to online articles</p> <p>VIEW: Links to Video material</p> <p>DUE NEXT CLASS - 10/14: Midterm PRESENTATION</p> |
| <p>WEEK 7 10/14</p> | <p>MIDTERM PRESENTATIONS</p> | |
| <p>WEEK 8 10/21</p> | <p>REBIRTH</p> <ul style="list-style-type: none"> • The fall of Rome and Byzantine Design • Temple vs Church • The Architectural language of light • Domes in Islam • Hagia Sofia • Romanesque to Gothic • Gothic Arches | <p>READ: Links to online articles</p> <p>VIEW: Links to Video material</p> <p>DUE NEXT CLASS - 10/28: Homework Assignment # 6</p> |
| <p>WEEK 9 10/28</p> | <p>SCIENCE AND REASON</p> <ul style="list-style-type: none"> • Denis Diderot and the collection of all human knowledge • Water power to steam power. • Babbage and the Difference Engine - The epitome of technical and scientific convergence | <p>READ: Links to online articles</p> <p>VIEW: Links to Video material</p> <p>DUE NEXT CLASS - 11/4: Homework Assignment #7</p> |

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|--------------------------------|---|---|
| <p>WEEK 10 11/4</p> | <p>MODERN WORLD</p> <ul style="list-style-type: none"> • Architecture - Catalan school • 1914-1918 WWI, • Craft Movement • Bauhaus • A nevisual language in Movies • Assign Final Projects | <p>READ: Links to online articles</p> <p>VIEW: Links to Video material</p> <p>DUE NEXT CLASS - 11/11: Homework Assignment #8</p> |
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| <p>“DESIGN ON TRAIL” COMING UP SOON PERSONAL PRESENTATIONS DUE: 12/2 FINAL TRAIL: 12/16</p> |  |
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| <p>WEEK 11 11/11</p> | <p>DESIGNING CONSENT</p> <ul style="list-style-type: none"> • Roots: Constructivism and the poster • Typography • Brands and symbols • Graphic Design as an industry • Advertising history • Digital Distribution • Designing Experiences • Memes the new propaganda poster | <p>READ: Links to online articles</p> <p>VIEW: Links to Video material</p> <p>DUE NEXT CLASS - 11/18: Homework Assignment #9</p> |
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|---------------------------------|--|---|
| <p>WEEK 12 11/18</p> | <p>POSTMODERNISM</p> <ul style="list-style-type: none"> • Pop Art and Contemporary Art • Architecture • Performance Art • Graphic novels and comic books • Lo Broand Punk • Video Art | <p>READ: Links to online articles</p> <p>VIEW: Links to Video material</p> <p>DUE NEXT CLASS - 12/2: PERSONAL PRESENTATION ON “The Future of Design”</p> |
|---------------------------------|--|---|

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| <p>THANKSGIVING BREAK – NO CLASSES</p> <p>FINAL “DESIGN ON TRIAL” PRESENTATIONS, WHEN WE RETURN...</p> |  |
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| <p>WEEK 13 12/2</p> | <p>PERSONAL PRESENTATIONS</p> <ul style="list-style-type: none"> • What is YOUR proposal for what the trail should be about • Are you showing one side or both? • Is a technique, object, theme, trend? | <p>DUE NEXT CLASS - 12/9: ROUGH DRAFT of your Team's Trail Defense/Prosecution</p> |
| <p>WEEK 14 12/9</p> | <p>THE FUTURE OF DESIGN TRAIL PREP</p> <ul style="list-style-type: none"> • Dress Rehearsal • Working rough drafts due | <p>DUE NEXT CLASS - 12/9: Implement feedback and be ready for... FINAL PRESENTATION (due 12/16)</p> |
| <p>WEEK 15 12/16</p> |  | <p>FINAL PRESENTATION</p> <ul style="list-style-type: none"> • FINAL TRAIL in front of guest jury • Verdict rendered...post-mortem unpacked |