

**San José State University Department of Art & Art History**  
**ARTH 72, Design in Society, Section 4 (45983) Mondays/Wednesdays 4:30-5:45PM**

Course and Contact Information

|                           |  |
|---------------------------|--|
| Instructor:               | Dr. Elizabeth Carroll Consavari  |
| Office Location:          | Art 117  |
| Telephone:                | (408) 924-4334   |
| Email:                    | elizabeth.consavari@sjsu.edu   |
| Office Hours:             | Wednesdays 12:00-2:00 PM; Fridays 12:15-1:15PM   |
| Class Days/Time:          | Monday/Wednesdays 4:30-5:45PM  |
| Classroom:                | ART 135  |
| GE/SJSU Studies Category: | (This course meets Area C-1 requirement for Core GE and is a major requirement for Design students. Completion of 1A (or concurrent enrollment) is strongly recommended. |
| Department Office:        | ART 116  |
| Department Contact:       | Website: <a href="http://www.sjsu.edu/art">www.sjsu.edu/art</a> Email: <a href="mailto:art@sjsu.edu">art@sjsu.edu</a>  |

**Course Format**

**Faculty Web Page and MYSJSU Messaging**

Course materials such as syllabus and lecture images can be found on my faculty course webpage at <http://arth.sjsu.edu> (the case-sensitive website User Name arth and Password is “.....”) while handouts, assignment instructions, review sheets, image lists and readings, etc. are on [Canvas Learning Management System course login website](http://sjsu.instructure.com) at <http://sjsu.instructure.com>. Required readings not in your textbook appear in the SJSU Canvas site at <https://sjsu.instructure.com>; or via King Library Articles Databases at [libguides.sjsu.edu/a-z](http://libguides.sjsu.edu/a-z) or use your own student number and password to access and download readings. Please note that study materials are posted within seven days after completion of related lectures. Other useful information appears on the Art History VRL website at [arth.sjsu.edu](http://arth.sjsu.edu). Finally, periodic reminders and updates will be sent through Canvas accounts course website. You are responsible for regularly checking with the messaging system through [MySJSU](http://my.sjsu.edu) at <http://my.sjsu.edu> or Canvas to learn of any updates.

Course Description

This course provides a thematic and, within each theme, a chronological introduction to major types

of design around the globe from prehistory to the present. It will consider the cultural role of design in finding creative solutions to basic human needs, such as shelter, clothing, useful objects, visual communications, transportation and built environments in a variety of social contexts. Works by designers from many diverse cultures will be studied within their historical and cultural context. As cost of materials and amount of labor varies in producing different objects, even objects of the same type, issues of economic and social class are also critical in understanding designs. This section of "Design in Society" also addresses issues of sustainability in lectures and one assignment.

### **GE Learning Outcomes (GELO)**

Design in Society will enable students to:

- Learn the design characteristics of the examples studied. This will include an understanding of both of the aesthetics and processes particular to the cultures and of the historical periods from which they come;
- Learn to respond to works of design both analytically and affectively in writing and in class discussion, and to take these skills into the world outside the classroom;
- Learn to recognize how significant works illuminate enduring human concerns by studying examples of designs that meet basic human needs in creative ways;
- Learn to do research in the area of design;
- Recognize issues related to and accomplishments of diverse cultures as reflected in examples of design;
- Develop an understanding of how design is affected by cultural and historical context; and
- Write clearly, effectively, and critically using terminology appropriate to the history of design. **Note:** As in any university course, ARTH 72 does not give you these competencies, but creates an opportunity for you to work toward achieving them.

Upon successful completion of this course, students will be able to:

GELO1 - translate visual perceptions into verbal and written communication;

GELO2 - write clearly, effectively, and critically using terminology appropriate to the field of design.

GELO3 - recognize basic issues inherent to designed objects in general;

GELO4 - interpret designed objects from multiple points of view;

GELO5 - research, analyze and apply theoretical concepts in the field of design;

### **Course Learning Outcomes (CLO)**

Upon successful completion of this course, students will be able to:

CLO1 – will have learned the design characteristics of the examples studied. This will include an understanding both of the aesthetics of the objects and processes particular to the social contexts from which they come;

CLO2 - knowledge of the aesthetic qualities and functional processes that characterize works of the human intellect and imagination;

CLO2 - knowledge of the issues related to and accomplishments of diverse cultures as reflected in examples of design;

CLO4 - an understanding of how design is affected by its cultural and historical contexts;

CLO5 - an understanding of basic themes and problems in design, particularly as these have emerged industrialized cultures of the past 250 years;

CLO6 - experienced significant works of design in the classroom and/or in performances/on site.

## **Required Texts/Readings**

### **Textbook**

David Raizman. *History of Modern Design*, 2nd ed. (2011) This textbook is available at the SJSU Bookstore. ISBN 978-0205728503

### **Other Readings**

ARTH 72 non-textbook readings are available through Canvas Course Page.

There are optional books that are recommended guides that will help you with writing. Strunk and White, *The Elements of Style*, Kate Turabian, *A Manual for Writers* and a good dictionary like Webster's New World Dictionary.

### **Other technology requirements / equipment / material**

We will use Canvas for the first two assignment submissions and for a portion of the group assignment components in addition to non-textbook readings. It is essential that you use a computer or mobile device to

### **Hazardous Materials (HAZMAT)**

*All studio classes that use any "hazardous materials" should include one graded assignment that helps students understand HAZMAT regulations and develop consistently safe practices—this might be as simple as a labeling assignment. Note that food containers cannot be used for chemical storage and that common household items (bleach, vinegar, etc.) are deemed hazardous materials and must be stored appropriately. The campus EHS (Environmental Health & Safety) office and the County will schedule inspections with increasing frequency; fines assessed by the County are now high enough to put us out of business, so this is a serious matter. The techs are NOT responsible for cleaning up facilities and classrooms and offices—this is your responsibility. If you need information or help, please let us know. Additional note: clutter is deemed a hazard, and we can be fined for clutter.*

*Basic training powerpoint: <http://www.sjsu.edu/fdo/docs/hazmatandlabsafetyguidance.pdf>*

## Library Liaison

Elisabeth Thomas [elisabeth.thomas@sjsu.edu](mailto:elisabeth.thomas@sjsu.edu) Phone number (408)808-2193

Email [elisabeth.thomas@sjsu.edu](mailto:elisabeth.thomas@sjsu.edu) Website: <http://libguides.sjsu.edu/art>

**Peggy Cabrera, Associate Librarian, Liaison for Environmental Studies and Humanities, is our library liaison for the Sustainability Module ([peggy.cabrera@sjsu.edu](mailto:peggy.cabrera@sjsu.edu)). Both librarians are excellent resources for research information for your individual and group papers**

## Shop Safety

*Shop safety test—please provide shop info to your students if they will use the shop for ANY assignments. Safety tests for Fall 2016 will ONLY be given between xx/xx – xx/xx.*

### Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. A detailed description follows on methods of Evaluation, (Assignments), Final Examination, Determination of Grades and Classroom Protocol.

More details about student workload can be found in [University Policy S12-3](#) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

### Evaluation (**Assignments**)

- There will be two short response essays, in-class activity points, two quizzes, two papers, one scheduled midterm and a final exam.
- The writing requirement for a GE course is a minimum of 1500 words (a total of six pages, doubled-spaced). For the *first written assignment* each student will submit an individual paper with required citation information (appropriate academic resources), images and bibliography which will be given ample feedback by the instructor. The aim of both **papers** is to advance the student's writing skills. This assignment fulfills the first part of the GE 1500-word requirement.
- The **in-class activity points** ensure your class participation. It will be based on activities like discussion questions/responses regarding fundamental readings, responses to film and media assigned during the semester. We don't know exactly when they are coming as they are "unplanned," but they will be worth a total of 10% of your final grade and can only be earned when you come to class. There will be **five** of these during the semester, I will drop the lowest score.
- The **first written assignment on local design** requires critical and comparative responses to local design works, thus the assignment will require scholarly research. King Library reference libraries are highly reliable resources for research. See King Library Electronic "Articles and Databases."

- The **second written assignment** is a **group paper and presentation**. Each group will submit a paper with individual authors cited, and present their research on the topic. Students will receive individual grades on this carefully documented project. This fulfills the **second part of the GE 1500-word requirement**. \* Both written-assignments fulfill all three GE Learning Outcomes, GELO3 - recognize basic issues inherent to designed objects in general; GELO4 - interpret designed objects from multiple points of view; and GELO5 - research, analyze and apply theoretical concepts in the field of design.
- **The local** design-and group sustainability papers are to be written with one-inch margins, double-spaced text, with page numbers and in 12-point font. Please put your name, title and assignment with a cover page. **Please cite all sources in Chicago Manual Style, and list the Bibliography on a separate page**. Illustrations should be on separate pages with captions. *Before handing in your paper, it should be stapled in the upper left-hand corner with a title page. Assignments must be handed in in hardcopy.*

#### Final Examination or Exam Evaluation

The material covered on quizzes, midterm and the final exam will come from class lectures, discussions and readings from textbook and online articles. In other words, it is extremely important to attend lecture because information from lecture only (not found in the readings) will be considered “fair game” for test material. \*These evaluative assignments fulfill both GELO1 - translate visual perceptions into verbal and written communication; and GELO2 - write clearly, effectively, and critically using terminology appropriate to the field of design.

**The final examination** is a blend of slide identifications, content-driven multiple choice questions, unknown identification and an essay question.

There are **no make-up quizzes/exams without a previous agreement** with the instructor, or a documented excuse such as a medical note. Otherwise missed exams and late assignments will be given a grade of “0”.

More details can be found in

[University Policy S06-4](http://www.sjsu.edu/senate/docs/S06-4.pdf) (<http://www.sjsu.edu/senate/docs/S06-4.pdf>) which states that

“There shall be an appropriate final examination or evaluation at the scheduled time in every course, unless specifically exempted by the college dean who has curricular responsibility for the course.”

## Determination of Grades

Your letter grade in the course is determined by the weighted components: **two short response essays (5%); In-class participation activities (5%); two quizzes (10%); midterm (20%); local design paper (20%); group sustainability paper (20%); final exam (20%)**. All above provide an assessment of your course performance in the form of quizzes, short assignments, midterm exam, final exam and two papers totaling 1500 written words.

Specific grading criteria for all assignments are included in each prompt found on the Canvas Course Page. Letter grades will be determined by the following grade scale. There are +/- grades as shown.

Each written assignment has a **grading rubric** for assessment and will be posted on Canvas. The rubric explains the differing areas of content and style assessed in your paper, and shows the point breakdown for earning your score.

An automatic deduction of **10 points** will be assessed for late papers up until one week after the deadline. (Papers received one day after the deadline are docked 10 points automatically up until the one-week deadline. Please note this is discouraged and **not** the ideal scenario. Consult with instructor before you make this decision on your own.) Papers not received after one week will receive a grade of "0". If you fail to cite paraphrased or quoted information, the paper will be returned to you for revision.

Exams must be rescheduled BEFORE the test date **or the instructor notified with documentation** that supports medical, or justifiable unforeseen circumstances. No exceptions to this policy. If you miss an assignment, it might still be possible to pass the class, although it is your responsibility to calculate your grade based the information posted on Canvas relative to your performance. It will require you to estimate what you must earn in terms of assignments not yet completed.

- [University Syllabus Policy S16-9 \(http://www.sjsu.edu/senate/docs/S16-9.pdf\)](http://www.sjsu.edu/senate/docs/S16-9.pdf)
- [University policy F15-12 \(http://www.sjsu.edu/senate/docs/F15-12.pdf\)](http://www.sjsu.edu/senate/docs/F15-12.pdf)

More guidelines on grading information and class attendance can be found from the following two university policies:

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**Grading Information for GE:**

This course must be passed with a C or better as an SJSU graduation requirement.

|                 |               |             |
|-----------------|---------------|-------------|
| A+ =<br>100-97% | A =<br>96-93% | A- = 92-90% |
| B+ = 89-87%     | B =<br>86-83% | B- = 82-80% |
| C+ = 79-77%     | C =<br>76-73% | C- = 72-70% |
| D+ = 69-67%     | D =<br>66-63% | D- = 62-60% |
| F = 59-0%       |               |             |

**Classroom Protocol**

Please arrive **on time** to take your seat **before** class starts. If you are late, please enter quietly so as to not disturb other students or myself. Once you arrive please stay for the duration out of consideration for your colleagues and instructor. It is highly disruptive to come in and out of the classroom for all concerned. Please make sure phone calls, water breaks, and the like happen **BEFORE** class starts.

**Attendance is vital** to the successful completion of this course: a great deal of the material covered in class is not in the texts. If you are ill, please check the schedule on Canvas and talk with other students to make sure you get the material you have missed. **I will not give any makeups for activities or exams; nor are any assignments accepted late.** Please plan accordingly. Discussion will also be a component of this class and will focus on projected images and media, not all of these resources will be accessible in the texts. Also part of your job as a student is to get to know your instructor! Please come to office hours or email me.

**\*Laptops are NOT allowed** for note taking in the classroom. If you are found engaged on your laptop or phone, you will be asked to leave the classroom. Please respect your classmates by **turning off your cell phone, tablets and laptops** before you come to class. If for some reason you feel you must take notes on the laptop, please come see me to sign a special agreement. (I will require that your class notes be sent to me at random request after class lecture, no exceptions.) You are also required to sit at the front of the classroom.

Points can also be deducted for improper classroom behavior. For each time I find you texting during class, and you do not comply, you will have an automatic **5 points taken off of your final grade.**



Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>"

### **Consent for Recording of Class and Public Sharing of Instructor Material**

[University Policy S12-7](http://www.sjsu.edu/senate/docs/S12-7.pdf), <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor's permission to record the course and the following items to be included in the syllabus:

“Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class.

Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”

“Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

### **SJSU Writing Center**

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the [Writing Center website](http://www.sjsu.edu/writingcenter) at <http://www.sjsu.edu/writingcenter>. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)



. (Note: You need to have a QR Reader to scan this code.)



**ARTH 72/ Design in Society, Fall 2017, Course Schedule**

***The schedule is subject to change with fair notice and based on the progression of the course, subject to the Instructor's discretion.***

| <b>Assignment Breakdown</b> | <b>Points</b> | <b>Due Dates</b> |
|-----------------------------|---------------|------------------|
| In-Class Activity           | 10%           | n.d.             |
| 2 Quizzes                   | 10%           | 9/18; 11/8       |
| Midterm Exam                | 20%           | 10/9             |
| Individual Paper #1         | 20%           | 10/30            |
| Group Paper                 | 20%           | 12/11            |
| Final Exam                  | 20%           | 12/19 in Art 135 |

**Course Schedule**

| <b>Week</b> | <b>Date</b> | <b>Topics, Readings, Assignments, Deadlines</b>   |
|-------------|-------------|---|
| 1           | 8/23        | Course Introduction: Course "Nuts and Bolts" to Thinking about Design and Cultural Ideas<br>Reading: Always check here for what is due for this lecture in this space!  |
| 2           | 8/28        | <b>What is Design?</b> In-class reading/discussion exercise, D. Norman, "The Psychopathology of Everyday Things," from <i>The Design of Everyday Things</i> , 2002<br>Reading: David Raizman, Introduction "Thinking about Design," Please consult the Canvas Readings folder for Pierre Bourdieu, selection from <i>Distinction</i> , 1984; download and read for class! |
| 2           | 8/30        | <b>Individual and Collaborative Approaches to Design: Louis XIV, 1700- 1800</b><br>Reading: Raizman, Chapter 1 (continued)  |
| 3           | 9/4         | Labor Day-No class  |
| 3           | 9/6         | <b>The Expanding Market and Entrepreneurialism in Britain and France:</b><br>Reading: Raizman, Chapter 2 (I)  |
| 4           | 9/11        | <b>The Expanding Market and Entrepreneurialism in Britain and France:</b><br>Reading: Raizman, Chapter 2 (II)   |
| 4           | 9/13        | Reading: Bronislaw Malinowski, <i>Basic Needs and Cultural Responses</i> , (Online Reader) Review readings and images for following week  |
| 5           | 9/18        | QUIZ #1- Elisabeth Thomas (library liaison) Explanation and Introduction of Paper Assignment #1 on Local Design   |
| 5           | 9/20        | <b>What is Sustainability and Design</b>  |

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|----|-------|--|
|    |       | Reading: Nathan Stegall, "Designing for Sustainability: A Philosophy for Ecologically Intentional Design," <i>Design Issues</i> (Canvas),  |
| 6  | 9/25  | <b>The Industrial Revolution</b><br>Reading: Raizman Chapter 3   |
| 6  | 9/27  | <b>The Industrial Revolution, Advertising and the Interior</b><br>Reading: Tomàs Maldonado, "The Idea of Comfort," and Adrian Forty, "What is Home?" in <i>Objects of Desire</i> (Canvas)  |
| 7  | 10/2  | <b>Tastemakers and Design Invention</b><br>Reading: Finish Raizman, Chapter 4 and Lucy Worsley, "A Bathroom is Born," from <i>If Walls Could Talk</i> (Canvas)   |
| 7  | 10/4  | <b>Process and the Joy of Work: Arts and Crafts Movement in England and the US,</b><br>In-class reading activity; "The Case of Lewis Foreman Day and Candace Wheeler," from <i>The Industrial Design Reader</i> , edited by Carma Gorman.<br>Reading: Raizman, Chapter 5   |
| 8  | 10/9  | <b>MIDTERM EXAM</b>  |
| 8  | 10/11 | <b>Peggy Cabrera, guest lecture (tentative) then MLK Visit Sustainability Group Projects/Presentations Assigned. SJSU As Living Learning Lab Module; What is Green Building Design? What are the Three E's and LEED Certification Standards (Self Tour)</b><br>Reading: Finish Raizman Chapter 5 ; Mitchell Thomashow, <i>The Nine Elements of a Sustainable Campus, Chapter 9, "Aesthetics," 2014</i> |
| 9  | 10/16 | The Aesthetic Movement to Art Nouveau in Europe circa 1850-1900<br>Reading: Raizman, Chapter 6   |
| 9  | 10/18 | Art Deco: Paris and Arte Moderne Reading: Raizman, Chapter 8   |
| 10 | 10/23 | Modernism, Design, Utopia and Technology<br>(I) Futurism, DeStijl,<br>Reading Raizman, FINISH Chapter 9  |
| 10 | 10/25 | Modernism, Design, Utopia and Technology<br>(II) Bauhaus, Scandinavian<br>Reading: Chapter 8, continued, Walter Gropius, "The Modern as Ideal." (Canvas)   |
| 11 | 10/30 | <b>PAPER #1 DUE Modernism, Design, Industry and Advertising in the USA (III)</b><br>Industrial Design, Fordism and International Modernism<br>Reading: Raizman, Chapter 10; Suggested: Kirkham and Stallworth, "Three Strikes Against Me: African American Women Designers," in <i>Women Designers 1900-2000</i> , (Canvas) 2000.  |

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|----|-------|--|
| 11 | 11/1  | <p align="right"><b>Design, Industry and Advertising in the USA</b></p> <p>Industrial Design, Standardization and Streamlining Reading: Raizman, Chapter 10 (continued)</p> <p>*Interior Design Guest Speakers this week from Pivot Interiors (Herman Miller, distributor for Charles and Ray Eames) please join us on 11/3</p>  |
| 12 | 11/6  | <p><b>Modernism After World War II (I)</b></p> <p>Humanism and Modernism with Charles and Ray Eames, Scandinavian, Design and Corporate Culture</p> <p>Reading: Raizman, Chapter 11</p>  |
| 12 | 11/8  | <p><b>QUIZ #2</b></p> <p><b>Modernism After World War II (II)</b></p> <p>Innovations in the Interior: Materials for Modern Living: Production vs. Consumption, Charles and Ray Eames: American Modernism</p> <p>Reading: Finish Raizman, Chapter 11, (continued) and Suggested: Pat Kirkham "Humanizing Modernism: The Crafts, 'Functioning Decoration' and the Eameses," (1998) <i>Canvas</i></p> |
| 13 | 11/13 | <p><b>From Gute Form to American Mass Appeal I: Corporate Design in Germany. the Hochschule, Dieter Rams/Braun and Massimo Vignelli</b></p> <p>Reading: Chapter 11 (continued)</p>   |
| 13 | 11/15 | <p><b>From Gute Form to American Mass Appeal II: Corporate Design in Germany. the Hochschule, Dieter Rams/Braun and Massimo Vignelli</b></p> <p>Reading: Chapter 11 (continued)</p>  |
| 14 | 11/20 | <p><b>Design and Mass Appeal: Conspicuous Consumption and Transportation</b></p> <p>Reading: Raizman, Chapter 12</p>   |
| 14 | 11/22 | Thanksgiving Holiday   |
| 15 | 11/27 | <p><b>Design and Mass Appeal: Mass Culture and Housing and a Case Study in Asia Design in Hong Kong and Mainland Post-Mao China.</b></p> <p>Reading: Chapter 12 and "Back to the Future, or Forward? Hong Kong Design, Image and Branding," <i>Design Issues</i> (2009) <i>Canvas</i></p> <p>Sustainability Group Presentations (1 &amp; 2)</p>  |
| 15 | 11/29 | <p><b>Dimensions of Mass Culture in the 20th Century</b></p> <p>Mass Design and the Home</p> <p>Reading: Raizman, Chapter 14</p> <p>Sustainability Group Presentations (3 &amp; 4)</p>   |
| 16 | 12/4  | <p><b>Dimensions of Mass Culture in the 20th Century</b></p> <p>The Home, Protest, and Counterculture in Italy Reading: Raizman, Chapter 14</p>  |

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|-----------------|-------|--|
|                 |       | (continued)<br>Sustainability Group Presentations (5 & 6)                                    |
| 16              | 12/6  | Sustainability Group Presentations (7 & 8); Sustainability Group Presentations (9 & 10)      |
| 17              | 12/11 | LAST CLASS MEETING- <b>Course Conclusion</b> )<br>SUSTAINABILITY GROUP PAPER #2 DUE in class |
| Final Exam<br>* | 12/19 | In Art 135 at 2:45-5:00PM  |

\*There shall be an appropriate final examination or evaluation at the scheduled time in every course, unless specifically exempted by the college dean who has curricular responsibility for the course.