San José State University  
Department of Art & Art History  
ARTH 72, Design in Society, Section 5, Fall 2014

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 4:15-5:15PM & Fridays 12:15-12:45 PM

Class Days/Time: Fridays: 9:30AM-12:15PM

Classroom: Art 133

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.

Faculty Web Page and MYSJSU Messaging (Optional)

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at http://www.sjsu.edu/people/elizabeth.consavari and/or on the Canvas learning management system course website. You are responsible for regularly checking with the messaging system through MySJSU (or other communication system as indicated by the instructor) to learn of any updates.

For information about majors and minors in Art & Art History, for change of major/minor forms and a list of advisors: http://www.sjsu.edu/art/ or the Art & Art History department office in ART 116, 408-924-4320, art@sjsu.edu

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.

**Learning Outcomes and Course Goals**

**GE Learning Outcomes (GELO) (Delete if not applicable)**

- 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 art in the classroom, and in performances or

Required Texts/Readings

Textbook
David Raizman. History of Modern Design, 2nd ed. (2011) This textbook is available at the SJSU Bookstore.

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.

Library Liaison
Rebecca Kohn (rebecca.kohn@sjsu.edu) is the librarian for the School of Art & Design. She is an excellent resource for research information for your individual and group papers. King Library Reference librarians are also resourceful and can help answer questions.

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. More details about student workload can be found in University Policy S12-3 at http://www.sjsu.edu/senate/docs/S12-3.pdf.

Written Assignments and Exams
- The writing requirement for a GE course is a minimum of 1500 words (six pages). For the first written assignment (Paper Draft #1 and Paper Final Draft #2), each student will submit a draft (a complete early version of the final paper with required citation information), which will be given ample feedback by the instructor. The aim of this initial draft #1 is to advance the student’s writing skills. Students must respond to these comments, thus making changes when writing the Final draft #2 of the paper. This assignment fulfills the first part of the GE 1500-word requirement.

  The second written assignment is a group paper and presentation (4-5 pages in length). Each group will submit a paper 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.

- There will also be two quizzes, one scheduled midterm and a final exam.
• The material covered on quizzes, midterm and the final exam will come from class lectures, discussions and readings from textbook and online articles. *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.

• **Exam Format** is a blend of slide identifications and comparative analysis of design works, multiple choice, unknown identification and short answer essay questions.

• **Writing Assignments** All assignments 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 MLA or Chicago Manual Style, and list the Bibliography on a separate page.** If you fail to cite paraphrased or quoted information, the paper will be returned to you for revision. Papers not received after one week will receive a grade of “0”. 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.

• Drafts and Final Papers require critical responses to 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.”

• **Peer Reports.** These are short presentations presented in groups. It is an informal assignment that can only enhance your grade in the course, although not required. You will be arranged in groups according to your interest and the aim is to discuss your awareness of design from sub-fields and discuss problems in design. Your participation adds to the course and is a vital element. Learning is collaborative!

• There will be no **extra credit** for this course.

• There are **no make-up 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”.

**Assignment Breakdown**

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points</th>
<th>Due Dates</th>
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</thead>
<tbody>
<tr>
<td>2 Quizzes at 10%</td>
<td>20%</td>
<td>9/26 and 11/14</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>20%</td>
<td>10/17</td>
</tr>
<tr>
<td>Paper draft #1</td>
<td>10%</td>
<td>10/3 (3 pages)</td>
</tr>
<tr>
<td>Paper (final) draft #2</td>
<td>10%</td>
<td>10/24 (3 pages)</td>
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<tr>
<td>Group Presentation</td>
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<tr>
<td>&amp; Final Paper</td>
<td>20%</td>
<td>11/14-12/5, final written group paper is due on the last class meeting, 12/5</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
<td>in Art 133 12/18 <strong>Art 133 at 7:45AM-9:30AM</strong></td>
</tr>
</tbody>
</table>

NOTE that **University policy F69-24** at http://www.sjsu.edu/senate/docs/F69-24.pdf states that “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”
Grading Policy

Your letter grade in the course is determined by the weighted components noted above which 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.

Papers not received after one week will receive a grade of “0.” An automatic deduction of 10 points will be assessed for late papers up until one week after the deadline. Exams must be rescheduled ahead of the test date ONLY with documentation that supports medical, or justifiable unforeseen circumstances. No exceptions to this policy. Points can also be deducted for improper classroom behavior. For each time I find you texting during class, you will have an automatic 5 points taken off of your final grade.

There is no extra credit assignment for this course, but there is the opportunity to give a Peer Report on Design Issues. 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.

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>100-97%</td>
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<tr>
<td>A</td>
<td>96-93%</td>
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<tr>
<td>A-</td>
<td>92-90%</td>
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<tr>
<td>B+</td>
<td>89-87%</td>
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<tr>
<td>B</td>
<td>86-83%</td>
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<tr>
<td>B-</td>
<td>82-80%</td>
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<tr>
<td>C+</td>
<td>79-77%</td>
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<tr>
<td>C</td>
<td>76-73%</td>
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<tr>
<td>C-</td>
<td>72-70%</td>
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<tr>
<td>D+</td>
<td>69-67%</td>
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<tr>
<td>D</td>
<td>66-63%</td>
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<tr>
<td>D-</td>
<td>62-60%</td>
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<tr>
<td>F</td>
<td>59-0%</td>
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</tbody>
</table>

Unsatisfactory

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. If you are consistently late, I will need to see you to discuss your continuation in the class.

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 the websites 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. Failure to complete any of the assignments, exams, or projects will result in a failing grade for the course. So, 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.

Please respect your classmates by turning off your cell phone, tablets and laptops before you come to class. *Laptops are allowed ONLY for note taking in the classroom. If you are found engaged in any other activity on your laptop, you will be asked to leave the classroom.
Please respect your other classmates by turning off, or silencing, your cell phone before you come to class. If a phone interrupts an exam, the owner of the offending device will be asked to leave the room. Cell phone use is forbidden during class meetings. NO TEXTING is ever allowed during class. For each time I find you texting during class, you will have an automatic 5 points taken off of your final grade.

Any activity other than engaging in lecture and course content is disruptive and will not be tolerated. For those of you interested, there are various clinical studies regarding the effects of multi-tasking on academic performance, memory retention and brain health.


University Policies

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

Consent for Recording of Class and Public Sharing of Instructor Material

University Policy S12-7, http://www.sjsu.edu/ senate/docs/S12-7.pdf, requires students to obtain instructor’s permission to record the course.

- “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.”
  - If you find it necessary to record, please obtain written permission from me.
  - In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “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.”

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at
http://www.sjsu.edu/senate/docs/S07-2.pdf requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.

**Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.

**Accommodation to Students' Religious Holidays**

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7 at http://www.sjsu.edu/senate/docs/S14-7.pdf.

**SJSU Peer Connections**

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals.

In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space are also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10th and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit Peer Connections website at http://peerconnections.sjsu.edu for more information.
**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). 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.)

**SJSU Counseling Services**

The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit [Counseling Services website](http://www.sjsu.edu/counseling) at http://www.sjsu.edu/counseling.
# ARTH 72/ Design in Society, Fall 2014, Section 4, Course Schedule

List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.

## Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
</table>
| 1    | 8/29 | Course Introduction: Thinking about Design and Cultural Ideas  
| 2    | 9/5  | Individual and Collaborative Approaches to Design: Royal Demand of Louis XIV and Control of Production, 1700-1800  
Reading: Raizman, Chapter 1 (Rebecca Kohn Library explanation) Responses to Distinction reading are DUE IN CLASS (typewritten), Product Focus Exercise |
| 3    | 9/12 | MEET at MLK Library 9:30AM with Rebecca Kohn, *The Expanding Market and Entrepreneurialism in Britain and France: Basic Needs and Cultural Responses*  
Reading: Raizman, Chapter 2 and Bronislaw Malinowski, Basic Needs and Cultural Responses, (ORF) Responses to Questions DUE IN CLASS (typewritten) |
| 4    | 9/19 | What is Sustainability and Design?  
| 5    | 9/26 | QUIZ #1. The Industrial Revolution, Advertising and the Interior  
Reading: Raizman Chapter 3 and Tomàs Maldonado, “The Idea of Comfort,” and Adrian Forty, “What is Home?” in *Objects of Desire* (ORF) |
| 6    | 10/3 | MEET at MLK Library 9:30AM Peggy Cabrera  
**Sustainability Group Projects/Presentations Assigned. SJSU As Living Learning Lab Module:** What is Green Building Design? Case Studies presented: From Straw Bale Houses to Institutional Green Design: Kirsch Center for Environmental Studies (De Anza College) and SJSU Dr. Martin Luther King Jr. Library **What are the Three E’s? LEED** |
<table>
<thead>
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</table>
|      |      | **Certification Design, Society and Reform Movements in England:**  
      |      | Tastemakers and Design Invention **PAPER #1 DUE (first draft)**  
      |      | Reading: Raizman, Chapter 4 and Lucy Worsley, “A Bathroom is Born,” from *If Walls Could Talk* (ORF) |
| 7    | 10/10| **Process and the Joy of Work: Arts and Crafts Movement,**  
      |      | In-class reading activity; “The Case of Lewis Foreman Day and Candace Wheeler,” from *The Industrial Design Reader*, edited by Carma Gorman  
      |      | Reading: Raizman, Chapter 6 and Meggs, Chapter 9 on Graphic Design (ORF) |
| 8    | 10/17| **MIDTERM EXAM**  
      |      | **Art Deco: Paris and Art Moderne**  
      |      | Reading: Raizman, Chapter 8 and Introduction to Part IV |
| 9    | 10/24| **Modernism, Design, Utopia and Technology**  
      |      | Futurism, DeStijl, Bauhaus, Scandinavian  
      |      | Reading: Raizman, Chapter 9, and *Walter Gropius, “The Modern as Ideal.”* (ORF) and **PAPER FINAL DRAFTS DUE** |
| 10   | 10/31| **Design, Industry and Advertising in the USA**  
      |      | Industrial Design, Fordism and International Modernism  
      |      | Reading: Raizman, Chapter 10 |
| 11   | 11/7 | **Modernism After World War II**  
      |      | Humanism and Modernism with Charles and Ray Eames, Scandinavian, Design and Corporate Culture Innovations in the Interior: Materials for Modern Living: Production vs. Consumption  
      |      | **From Gute Form to American Mass Appeal:** Corporate Design in Germany, the Hochschule and Dieter Rams  
      |      | Reading: Raizman, Chapter 11 and Dick Hebdige, “Object as Image: The Italian Scooter Cycle,” *The Design History Reader*, eds. Grace Lees-Maffei and Rebecca Houze (ORF) |
| 12   | 11/14| **QUIZ 2**  
      |      | **Design and Mass Appeal: Conspicuous Consumption**  
      |      | Transportation, Resorts and Luxury, Housing, Mass Culture  
<pre><code>  |      | Sustainability Group Presentations (1 &amp; 2); (3 &amp; 4) |
</code></pre>
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
</table>
| 13   | 11/21| **Dimensions of Mass Culture in the 20th Century**  
|      |      | Mass Design and the Home, Protest, Counter-Culture, Anti-Design in Italy  
|      |      | Reading: Raizman, Chapter 14  
|      |      | Sustainability Group Presentations (5 & 6); Sustainability Group Presentations (7 & 8) |
| 14   | 11/28| **NO CLASS-THANKSGIVING HOLIDAY** |
| 15   | 12/5 | **Design Activism in a Sustainable World, Social Responsibility, Technology and Maker Culture Resurgence**  
|      |      | Consumers, Reform and Social Responsibility, Design, Safety and Terror,  
|      |      | Reading: Raizman, Chapter 16  
|      |      | Sustainability Group Presentations (9&10); Sustainability Group Presentations (11 &12) |
| Final Exam | 12/18 | **Art 133 at 7:45AM-9:30AM** |