

San José State University
Department of Art and Art History
ARTH 72-02: Design in Society - 42204
Fall Semester 2021

Course and Contact Information

Instructor:	Dr. Molly Hankwitz
Office Location:	Online and Room 115 (availability TBA)
Telephone:	(415) 283-7757
Email:	molly.hankwitz@sjsu.edu
Office Hours:	T, R - 2 - 3:30pm, Zoom - https://sjsu.zoom.us/j/8598775960
Class Days/Time:	T, R - 9:00am - 10:15 am
Classroom:	Synchronous, online.
Prerequisites:	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.

Units: 3

Additional Contact Information

- * E-mail is generally the best method of contact during non-office hours. Canvas email or sjsu.edu email.
 - * Please allow 48-hours for an e-mail response.
 - * Emergency: 911_____ Campus Escort: 42222
 - * Individuals with disabilities may contact the Disability Resource Center (DRC), Administrative Building 110, 408/ 924-6000, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape and accommodations for physical accessibility.
- The Syllabus is located [here](#).

Land Acknowledgment - San José State University occupies land that was once the traditional and ancestral home of the Muwekma Ohlone Tribe. The present day Muwekma Ohlone Tribe is comprised of all known surviving Native American lineages aboriginal to the San Francisco Bay region who trace their ancestry through the Missions San Jose, Santa Clara, and Dolores and the historic federally recognized Verona Band of Alameda

County. These original caretakers of this land and their continued presence and meaning to the Bay Area is acknowledged throughout the SJSU community.

Course Format - This course uses a synchronous, semi-flipped classroom model used to ensure quality interaction and active learning. The course is comprised of segmented lectures, active learning assignments, student-lead activities, group presentations, written essays and exams. The course requires Canvas and some supplementary online tools from Google Workspace which will be announced in class and practiced. **For help using Canvas see [Canvas Student Resources page](#)**. Lectures will be recorded and students will be able to access these recordings through their Canvas portal after class.

University policy (S12--7) requires consent from all individuals who will appear in a class recording. If a student does not wish to be identified in a class recording, they may adopt the “anonymous” option (e.g., student temporarily turning off identifying information from the Zoom session, including name and picture, prior to recording).

Online Course materials and information:

Course materials such as our Syllabus, Lecture slides, Supplemental Resources & Readings, Discussions, Assignments, and Review sheets can be found on our course Canvas Learning Management System (Login webpage is [here](#).) Required readings, not in our textbook, can be found per Module on Canvas by link or pdf. [King Library Articles databases](#) is an excellent research resource. Your student number and password are required for full access.

- Supplemental course materials such as readings, websites, and videos will be provided within the weekly course Modules.
- Useful images and information can also be found at the Department of Art History [Visual Resource Library](#) website.

Finally, periodic reminders and updates will be given in class or sent through Canvas Announcements or email. All students are responsible for checking their SJSU email or Canvas app/page or inbox for updates.

Course Description

This course provides a thematic and chronological introduction to design and issues in design from around the globe, prehistory to the present. It considers 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 diverse social and cultural contexts. Works by specific designers will be studied within their historical and cultural context. Because cost of materials, amount of labor, and the economies within which design is created varies widely in producing different objects, discussion of economic and social class will be introduced as critical to understanding design. “Design in Society” includes Sustainable Design and Universal Design in lecture and assignments.

Course Goals

This class is lecture-based in terms of introducing and explicating content. However, student discussion and active learning through in-class activities is a crucial component and will be expected and assessed. A minimum of 1500 written words (3 pages) is required as well as short, assigned group presentations, in class activities, a split Midterm, and Final exam.

General Education Learning Outcomes (GELOs) for ARTH 72 -Design in Society:

- Learn design characteristics of examples studied. This includes both the aesthetics of design and processes particular to the cultures and the historical periods from which they come.
- Learn to respond to works of design both analytically and effectively in written and spoken form and to take these skills, including vocabulary, into the world outside the classroom.
- Learn to recognize, through the study of examples, how the design of significant works illuminates enduring human concerns that meet basic human needs in creative ways.
- Learn to research in the area of design collections, library databases, or other resources.
- Recognize significant issues in creativity and innovation from a diverse set of cultures and through examples of their designs.
- Develop understanding of how design is affected by cultural and historical context.
- Write approx. 1500 words clearly and effectively using terminology of design and the history of design.

Note: ARTH 72 creates an opportunity for you to work toward achieving these goals.

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

GEL01 - Translate visual perceptions into verbal and written communication;

GEL02 - Write clearly, effectively, and critically using terminology appropriate to the design field.

GEL03 - Recognize basic concepts and ideas inherent in designed objects.

GEL04 - Interpret designed objects from multiple points of view.

GEL05 - Research, analyze and apply varied theoretical concepts to the field of design.

Course Learning Outcomes (CLOs) for ARTH 72 - Design in Society:

CLO1 - Identify characteristics of design examples, understanding of both aesthetics and processes particular to their social and historical context.

CLO2 - Demonstrate knowledge of aesthetic and functional qualities that characterize works of the human intellect and imagination.

CLO2 - Demonstrate knowledge of issues related to designs from diverse cultures as reflected in examples.

CLO4 - Demonstrate understanding of how design is affected by its cultural and historical contexts.

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

CLO6 - Be able to write critically about significant works of design.

Required Textbook & Readings:

- David Raizman, *History of Modern Design*, 2nd ed. (2011) This textbook is currently out of print. Used copies can be found online for sale. New and used copies may be available at the SJSU Bookstore. ISBN 978-0205728503. There are both hardcover and paperback editions. Course pagination is based on the hardcover.

Supplemental Readings are provided through our Canvas course Modules as link or pdf, or through Library databases. Additional resources can be found in our student-centered course ARTH 72 [Library Guide](#).

- Carla Guzman's *The Industrial Design Reader*, 2003, ISBN 1581153104.
- *Art and Architecture Source* (log in with student number)
- *DAAI: Design and Applied Arts Index* (login with your student number)

Optional books/guides for writing: Strunk and White, *The Elements of Style*; Kate Turabian, *A Manual for Writers* and Webster's *New World Dictionary* or other good dictionary.

Additional Technology and Materials Requirements:

Canvas is our course delivery platform. Coursework is found Module by Module on a weekly basis on the Canvas course site. It is essential for students to have a web-cam enabled computer or laptop, a good Internet connection, and a quiet place to work. Assignment submission, Discussion, Quizzes and Exams will be through the Canvas course site and students are expected to develop Canvas navigation skills. A notebook, pen and/or pencil is also recommended. For help with using Canvas see [Canvas Student Resources page](#). SJSU provides technical support and equipment loan here - [SJSU Equipment loaning](#).

Library liaison - Our Library liaison is an excellent resource for your research-based projects.

Gareth Scott, Librarian, email: gareth.scott@sjsu.edu, phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library, 4th Floor Administration Offices

Course Web Materials

ARTH72 Course materials - Student ID number and password to SJSU-One account required.

Visual Resource Library - Username and password will be given in class.

ARTH72 Library Guide - Databases, suggested books, and more.

Art and Art History **Library Guides** - scroll down to alphabetized subject matter.

SJSU Library Writing Center - student tutors, paper writing, grammar, and more!

Note: Optional resources such as Writing Guides and useful websites will found on our Canvas course website.

Course Requirements and Assignments

- In-class activities, weekly assignments, short paper, split Midterm and a Final exam are required.
- Writing requirements for General Ed courses are 1500 words minimum (6 pages total, doubled-spaced). There is one short paper, due at the end of the semester. This will be graded via rubric with substantial feedback. The aim of this assignment is to advance student research and verbalization of design utilizing description, appropriate terms and the application of theoretical ideas. Written assignments fulfill GELO 01, 02, and 05.
- In-class activities involve active learning both individually and in groups - to advance overall comprehension throughout the semester. Grading will be based upon in-class participation, short presentations, and Discussions. These activities will incorporate elements of all GELOs.
- All weekly Assignments are due by Friday at 11:59pm unless otherwise noted. Weekly assignments are used to determine comprehension and are graded on a 'low-stakes' scale. Formal Assignments will have their own grading rubric.

Standards for Paper Submission - One-inch margins, double-spaced text, page numbers and 12-point font. Student name, title, date, instructor name, and assignment Title are to be included on a cover page. *Chicago Manual of Style* is used for footnotes and the Bibliography. The latter is a separate page. Any Illustrations should be captioned and credited. Papers are submitted online on Canvas.

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation, studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

[University Policy S16-9](#) .

- [University Syllabus Policy S16-9](#)
- Office of Undergraduate Education’s [Syllabus Information web page](#) .

Useful Student Support Services -

[Spartan Support Network](#) - Multiple services are available for student success!

[Peer Connections](#) - is a campus-wide resource for mentoring (time management, note taking, study skills, and more), tutoring (undergraduate writing, lower division Math, Science, History, Humanities), supplemental instruction (review and study sessions for select courses), and learning assistants (support for interactive classrooms). Peer Connections also has a study space, desktop computers, and success workshops on a wide variety of topics. For more information on services, hours, locations, or a list of current workshops, please visit the website.

Final Examination Material covered on the Final Exam is derived from lecture, discussion, and readings. Attendance is important because all class material is “fair game”. 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. Note: *There are is no make up Midterm or Exam without formal documentation of absence, or consent of the Professor.* Missed Midterm without excuse results in failure. Failure to attend the Final results in a ‘0’ for the course.

“Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment.” [University Policy S17-1](#)

Grading Information - Final letter grades are determined by these weighted components:

- In-class participation (10%)
- Weekly assignments, quizzes, short presentations. (10%);
- 2 scheduled Midterms (30% of overall grade)
- Short paper (20%)
- Final (30%)
- Extra Credit (Extra credit is applied at the discretion of the Instructor)

Assignment Format and Submission: Students may be given a choice of formats either audio, video, or pdf for Assignment submission. This information will be provided by the Professor. Assignments are not to be submitted via email. It is student responsibility to check Canvas modules and understand deadlines.

Evaluation Criteria and Grade Scale for Letter Grades:

Where possible, Assignments include a rubric with grading criteria. The rubric functions to support student success as it can provide a scaled goals for completion. It is strongly encouraged to use the Rubric as a guide. Students may also be asked to create Peer Reviews and assess each other.

Late Work is not accepted without a legitimate circumstance and submission of a formal written excuse to the Instructor, i.e. life event, illness, family matter, or university obligation. It is student responsibility to communicate any Absences for Midterm, Exam or due dates. At least two weeks advance notice is requested if you plan to miss a Midterm or must miss the Final Exam date.

Numeric Grade Equivalents Scale

<i>A plus</i>	960 to 1000	96 to 100%	<i>C plus</i>	760 to 799	76 to 79%
<i>A</i>	930 to 959	93 to 95%	<i>C</i>	730 to 759	73 to 75%
<i>A minus</i>	900 to 929	90 to 92%	<i>C minus</i>	729 to 700	70 to 72%
<i>B plus</i>	860 to 899	86 to 89 %	<i>D plus</i>	660 to 699	66 to 69%
<i>B</i>	830 to 859	83 to 85%	<i>D</i>	630 to 659	63 to 65%
<i>B minus</i>	800 to 829	80 to 82%	<i>D minus</i>	600 to 620	60 to 62%

“All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.”

See University [Policy F13-1](#) for more details. More guidelines on grading information and class attendance can be found from the following two university policies

- [University Syllabus Policy S16-9](#) (per all departments)
- [University Attendance and Participation policy F15-12](#)
- [University Grading System Policy F18-5](#)

Note: Students in poor academic standing will be contacted by the Professor at Midterm to support getting back on track. Communication is key, so please contact Professor via email or drop in office hours with any issues.

Plagiarism will result in an ‘F’ when found, and possibly for the course, if repeated. Canvas is equipped with plagiarism detection, so **do not try it**. Questions about what Plagiarism is, and how to avoid it? Please read [University Policy F15-7](#).

Classroom Protocol - Punctuality and preparation for active learning during class is expected. This means turning up to Zoom, signing in to the Chat line. Turn on your camera where possible. When speaking it is much preferred. Your microphone should be muted to limit background noise and cell phones, smartphones, or other devices that detract from full attention should remain off or silenced during class time unless you are calling in or using Zoom by phone. Behavioral expectations are as follows, eating and moving about unnecessarily on Zoom can be very distracting to the class. Unmuting and speaking out of turn should be avoided. Please use the ‘raise hand function’. Expect to be called on and to use your best language. The classroom is an inclusive democracy

where different ideas and opinions are tolerated. At the same time, equity and inclusion are critical to an innovative and broadly diversified University. Overt sexism, racism, homophobia, ageism or ableism will not be tolerated. Respect for each other is essential to feeling safe and building trust.

All federal, state, CSU system, and campus regulations on conduct including harassment and discrimination against other students or faculty apply to the online environment, just as in face-to-face instruction. Students wanting to record class time should do so with prior consent in advance of the recording.

See [University policy S12-7](https://www.sjsu.edu/senate/docs/S12-7.pdf) - <https://www.sjsu.edu/senate/docs/S12-7.pdf>

Students with accommodations, *assistive technology* or other issues related to disability - register with the [Accessible Education Center \(AEC\)](#). Confidential information is sent via email at the start of semester to Professor. It is recommended to contact your Professor to discuss best practices for Assignments and tests.

Additional Note - This Syllabus may be subject to change in the event of unforeseen circumstances or where changes enhance the course. Students will be given opportunities all semester to shape the way Assignments are submitted and the course unfolds.

Departmental Advising - For information about majors and minors in Art & Art History, for a 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](tel:408-924-4320), art@sjsu.edu.

Course Schedule - ARTH72 - 02 - Fall 2021

	<u>Tuesday</u>	<u>Thursday</u>
1		Aug. 19 - Introduction to Design in Society. Syllabus, Workflow, Roll call. Start here Module.
2	Aug. 24- Ch. 1 -Royal Demand and the Control of Production , 17th c French empire, c. 1650 - 1730, Louis XIV, late Baroque and rococo; guilds and craft, Module 1.	Aug. 26 - In-class activity.
3	Aug. 31- Ch. 2 -Entrepreneurial Efforts in Britain and Elsewhere , Enlightenment values, c. 1730s - 1800. rising middle class, eclectic. Module 2.	Sept. 2 - In class activity.
4	Sept. 7 - Ch. 3 - Growing Pains: Expanding Industry in the Early 19th Century , Industrial Revolution(s), new machines, urban social discontent, Atlantic slave trade, c. 1800 - 1850. Module 3.	Sept. 9 - In class activity.
5	Sept. 14 - Ch. 4 - Design, Society and Standards 1830s - 1870. Gothic Revival, Crystal Palace exhibition of 1851, design education reform; American Civil War and after. Module 4.	Sept. 16 - MIDTERM #1 on Ch. 1 - 4.

	<u>Tuesday</u>	<u>Thursday</u>
6	Sept. 21 - Ch. 5 - <i>The Joy of Work</i>. William Morris, Morris & Co., American Arts and Crafts. Frank Lloyd Wright. c. 1860s - 1900. Module 5.	Sept. 23 - In class activity
7	Sept. 28 - Ch. 6 - <i>The Equality of the Arts</i> - Design Reform & the Aesthetic Movement, L'Arte Nouveau Objects and Print, influence in Europe. c. 1880s - 1914. Module 6.	Sept 30 - In class activity.
8	Oct. 5 - Ch. 7 - <i>Mechanization and Industry</i>, c. 1880s - 1914. Workplace design, Germany, AMS and Fordism, Merchandising & Advertising. Module 7.	Oct. 7 - In class activity.
9	Oct. 12 - Ch. 8 - <i>Paris and Art Moderne (Art Deco) Before and After World War I</i>. c. 1900 - 1920. Early Modern Furniture, Glass and Metal, Paris Exposition of 1925. Module 8.	Oct. 14 MIDTERM #2, Ch. 5 - 8.
10	Oct. 19 - Ch. 9 - <i>Modernism</i> - Futurism, De Stijl, Constructivism, The Bauhaus, "New Typography", Britain and Scandinavian modern design. Module 9.	Oct. 21 - In class activity.
11	Oct. 26 - Ch. 10 - <i>Design, Industry, and Advertising in the United States</i>, Fordism, Advertising, Art, & the Selling of Modern Design; Raymond Lowey, Streamlining; The 1939 New York World's Fair; Photography and Graphics, Austerity; World War II. Module 10	Oct. 28 - In class activity. Paper assigned.
12	Nov. 2 - Ch. 11 - <i>Modernism After World War II: From Theory to Practice</i>, Postwar design, Advertising, Graphics & Technical Information, Japan, Corporate Culture, Trademarks. Module 11	Nov. 4 - In class activity..
13	Nov. 9 - Ch. 12 - <i>Design and Mass Appeal: A Culture of Consumption</i>. Detroit cars, Styling, Luxury and 'francophilia', Suburbia & Conformity, Pop Art. Ch. 13 - <i>New Materials, New Products, Plastics and their Progress (1961-2010)</i>. Product Housing, Sports and Progress, Visual Identity, Information, and Art Direction, Lamination, Nature & Craft, Module 12/13.	Nov. 11 - Veteran's Day. No class.
14	Nov. 16 - Ch. 14: <i>Dimensions of Mass Culture of Mass Design and the Home</i>, Counterculture; Underground graphics, Anti-design in Italy, Radical Reform: Technology, Safety, and the Environment. Module 14.	Nov. 18 - In class activity.

	<u>Tuesday</u>	<u>Thursday</u>
15	Nov. 23 - Ch. 15: <i>Politics, Pluralism, and Postmodernism.</i> Postmodernism, Pluralism & Resistance, Hi-Tech, Expanding Role of Design. Module 15. Paper due.	Nov. 25 - Thanksgiving Break - no classes.
16	Nov. 30 - Ch. 16: <i>Design in Context: An Act of Balance</i> Consumption +Social Responsibility, Miniaturization; “Soft” Materials, Technology and Lifestyle, Digital Age graphics, Persistence of Craft, Creativity, Responsibility & Resilience. Module 16.	Dec. 2 - In class activity. Exam review TBA.
17	Dec. 7 - No class.	Dec. 9 - No class.
	Final Exam FRIDAY, December 10th, on Zoom, 8:15 - 9:30am.	