

San José State University
Department of Art and Art History
ARTH 72-02: Design in Society
Spring Semester 2020

Course and Contact Information

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| Instructor: | Dr. Molly Hankwitz |
| Office Location: | Art Building 115 |
| Telephone: | (408) 924-4336 |
| Email: | molly.hankwitz@sjsu.edu |
| Office Hours: | T, R 3 - 4 pm, Room 115, Art Building |
| Class Days/Time: | T, R (Tuesday/Thursday) 9:00am - 10:30 am |
| Classroom: | Art Building, Room 133 |
| 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.

- Syllabus is located here: <http://www.sjsu.edu/art/documents/greensheets/>.

Course Format - Lecture/Discussion/Activity. Lectures accompanied by study, discussion, activity and assignments. This course requires Canvas access and may require the use of the ARIS app or the IClicker app also accessed via mobile for both Apple and Android. **For help with using Canvas see [Canvas Student Resources page](http://www.sjsu.edu/ecampus/teaching-tools/canvas/student_resources) (http://www.sjsu.edu/ecampus/teaching-tools/canvas/student_resources)**

Faculty Web Page

Course materials such as Syllabus, Lecture materials, Handouts, Assignments, Review sheets, and Supplemental Readings can be found on our course Canvas Learning Management System (Login website at <http://sjsu.instructure.com>.) Required readings not in the textbook can be found on Canvas, or by link or via King Library Articles Databases at libguides.sjsu.edu/a-z. Use student number and password to access and download.

Please note that supplemental study materials are available within seven days of any related Lectures. Useful images and information also appear on the Art History VRL website at arth.sjsu.edu. Finally, periodic reminders and updates will be given in class or sent through the Canvas course website. All students are responsible for checking with the messaging system <http://my.sjsu.edu/> or Canvas for updates on a regular basis.

Course Description

This course provides a thematic and 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. Because cost of materials and amount of labor varies in producing different objects, even objects of the same type, issues of economic and social class will be introduced as they are critical to understanding designs. This area of “Design in Society” will address issues of sustainability in lectures and assignments.

Course Goals

This is a lecture-based class, however discussion and/or activity is often an important component of the classroom experience. A minimum of 1500 written words is required and the culminating group project including a presentation.

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 the historical periods from which they come;
 - Learn to respond to works of design both analytically and effectively 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 GE 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 – Identify 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 - Demonstrate knowledge of the aesthetic qualities and functional processes that characterize design works of the human intellect and imagination;

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

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 have emerged industrialized cultures of the past 250 years;

CLO6 - Be able to analyze and write about significant works of design in the classroom and/or in local design.

Required Texts/Readings

- Textbook - David Raizman. *History of Modern Design*, 2nd ed. (2011) This textbook is available at the SJSU Bookstore. ISBN 978-0205728503
- Supplemental Readings - ARTH 72 non-textbook readings are available through our Canvas Course Page or through library databases. [DAAI: Design and Applied Arts Index](#) , or Art & Architecture Source. There are more listed in this lib guide: <https://libguides.sjsu.edu/design>.
- Optional books/guides that will help with writing. Strunk and White, *The Elements of Style*, Kate Turabian, *A Manual for Writers* and a good dictionary such as *Webster's New World Dictionary*.

Other Technology Requirements / Equipment / Materials:

We will use Canvas for updates and many Assignment submissions while some will be submitted at the start of class. It is essential to have access to a computer and the Internet, to submit assignments via Canvas. A smartphone camera or digital camera may be useful for photographing design elements.

Library Liaison - Gareth Scott

email: gareth.scott@sjsu.edu

phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

Your Library liaison is an excellent resource for research information for our research-based assignments.

Course Web Materials

- ARTH72- Course materials on-line on the SJSU Canvas site for the course at: <https://sjsu.instructure.com>. Your Username is your 9-digit SJSU ID number, and your password is your SJSU-One account password.
- ARTH72 - Course Website. Available at <http://arth.sjsu.edu/>, select **Course Web Pages**. Access through User: and Password: (login instructions to be announced in class).
- **Optional Resources include:** Electronic Resources links to writing guides and Internet sites will posted to the Course Website and/or to Canvas.
- **Art and Art History Resources:** <https://libguides.sjsu.edu/Art>
- **MLK/SJSU Library Writing support:** <http://www.sjsu.edu/writingcenter/>

Course Requirements and Assignments

In-class activity participation, weekly questions/responses, two quizzes, two short papers, one individual, one group, a scheduled Midterm and a Final are the requirements.

- 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. The paper will be given ample feedback from the Instructor. The aim of both papers is to advance students' writing and research skills. These assignments fulfill the first portion of the GE course minimum of 1500 words.
- In-class activity points are given for student participation and include a variety of means to both advance and improve your overall grade throughout the semester, for instance on written work. These points will be based upon activities such as weekly questions/responses regarding fundamental readings, film/media assigned during the semester; field trips or other activities. Class room behavioral expectations are part of this grade.
- Weekly responses to questions are assigned each week after Lecture and are due by the following Monday via Canvas as a pdf. No paper version is necessary. The purpose of these questions is to ensure active engagement with the readings and as a review for the Midterm and Exam. Answers are graded for a total of 10 pts.
- The first written assignment on "local design" is a 2-3 page paper with illustration, requiring critical and comparative responses to designs. Topics will be given. The assignment requires scholarly research. King Library reference librarians are here to help you. See King Library Electronic "Articles and Databases."
- The second written assignment is a 3-5 page group paper and a 5 minute presentation. Each group will submit a paper with individual authors cited, and present research on their topic. Students will receive a group mark and individual marks for Peer Review. This fulfills the second part of the GE 1500-word requirement.* Both written-assignments fulfill 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.
- Papers are to be written with one-inch margins, double-spaced text, page numbers and 12-point font. Student name, title, date, instructor name, and assignment should be included on the cover page. Please cite all sources as per the Chicago Manual of Style, and list Bibliography on a separate page. Illustrations should be on separate pages with captions and credits. Before handing in your paper, staple the upper left-hand corner. Assignments must be handed in in hardcopy and 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](http://www.sjsu.edu/senate/docs/S16-9.pdf) at <http://www.sjsu.edu/senate/docs/S16-9.pdf>.
- Office of Undergraduate Education's [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

Final Examination or Evaluation

Material covered on any examinations comes from class lectures, discussions and readings. It is important to attend class because all in-class information is considered "fair game" for test material. 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, multiple choice questions, matching, and essay. There are no make-up quizzes or exams without prior consent of the instructor, or by formal documented excuse for absence on the day. Missed tests and late assignments will be given a grade of "0" without formal excuse. Missing the Final Exam will result in a failure in 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** (<http://www.sjsu.edu/senate/docs/S17-1.pdf>)

Grading Information - Your letter grade in the course is determined by the following weighted components:

- In-class participation and activities (10%);
- Weekly Study questions (10%)
- Two quizzes (10%);
- Local design paper (10%); Midterm (10%);
- Group sustainability project and paper (20%);
- Final exam (30%)
- Extra Credit (to be earned at the discretion of the instructor)

Assignment Format and Submission: The Course requires weekly written responses to Questions to be turned in on Canvas either in Discussion or as an individual submission as pdf. Other Assignments will be introduced in class. Students should be prepared to utilize Canvas and should check all deadlines for weekly write-ups via Canvas. Written assignments, paper, and group project are to be turned in on time. Quizzes and exams will be completed in class. Group projects will consist of paper and presentation.

Letter grades will be determined by the following Evaluation Criteria and Grade Scale.

Example of Paper Rubric: (also posted on Canvas) assesses the following areas by points:

- Content-1 20 points which answers, what does the design look like? Visual appearance, form and function? Is there clear and specific description. Are main issues defined?
- Content-2 Application of higher level of research and/or theory is worth 15 points.
- Research (R) worth 20 points.
- Style (G) (grammar and punctuation) worth 25 points.
- Organization (O) Is the paper organized logically with introduction, support and conclusion, worth 20 points.

Clear grading criteria for all assignments are given for each Assignment. Feedback is either given via Canvas or in the form of a letter grade and/or written feedback. Where possible, general questions regarding graded work are covered in class by the Instructor.

Late Work is not accepted without a legitimate circumstance and submission of a formal written Excuse to the Instructor. It is the student's responsibility to communicate Absences to the Instructor in a timely manner in order to receive credit for late work excused by the instructor. A formal excuse for Absence is required for all graded assignments, tests and papers to receive credit for the work.

Numeric Grade Equivalents Scale:

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|--------------|----|-----------|----|
| 93% and over | A | 77% - 73% | C |
| 92% - 90% | A- | 72% - 70% | C- |
| 89% - 86% | B+ | 69% - 66% | D+ |
| 85% - 83% | B | 65% - 63% | D |
| 82% - 80% | B- | 62% - 60% | D- |
| 79% - 78% | C+ | below 60% | F |

Please note: Except in cases of documented emergencies, incomplete grades are not given in this course.

“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 at <http://www.sjsu.edu/senate/docs/F13-1.pdf> 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 - Links to an external site.** <http://www.sjsu.edu/senate/docs/S16-9.pdf>.
- **University Attendance and Participation policy F15-12.** <http://www.sjsu.edu/senate/docs/F15-12.pdf>
- **University Grading System Policy F18-5,** <http://www.sjsu.edu/senate/docs/F18-5.pdf>

Additional Note: This syllabus is subject to change, in the event of unforeseen circumstances or where changes significantly enhance the quality of the course. Students will collectively have the opportunity to shape the ways in which the course unfolds.

Department 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

Classroom Protocol - Students are expected to be punctual for class and actively engaged during all class meetings. Cell phones, smart phones, or other devices that detract from full attention should be turned off or silenced. Students who are doing poorly at Midterm may be asked to sit closer to the front.

University Policies - 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/>.

Course Schedule - ARTH72-02 - Spring 2020

| | <u>Tuesday</u> | <u>Thursday</u> |
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| 1 | 1/21 - No class. Classes begin on Thursday, 1/23, Room 133. | 1/23 - Introduction to ARTH72 - Design in Society. Themes, Coursework and Mechanics. Email-your-professor assignment due! |
| 2 | 1/28 - PART 1: Demand, Supply, Design, 1700-1800. Ch. 1: <i>Royal Demand and the Control of Production</i> , State-owned Manufactories, Artists and Craftsmen, Porcelain, The Guilds, The Printer's Art. Questions due Monday, Week 3. | 1/30 - In-class activity. |
| 3 | 2/4 Ch. 2: <i>Entrepreneurial Efforts in Britain and Elsewhere</i> Expanding Markets, Wedgwood and Antiquity, Commodities and Fashion, The United States, Popular Literature and Freedom of the Press. Questions due Monday, Week 4. | 2/6 - In-class activity. |
| 4 | 2/11 - PART II: Expansion and Taste, 1801-1865. Ch. 3: <i>Growing Pains: Expanding Industry in the Early 19th Century</i> , Industry Culture and Progress, New Materials and Processes, Beyond the Printed Page, Wallpaper and Fabric Printing, The American System. Questions due Monday, Week 5. | 2/13 - Local Design paper assigned. Library research visit. |
| 5 | 2/18 Ch. 4: <i>Design, Society and Standards.</i> Early Design Reform, Industry and Its Discontents, Reform and the Gothic Revival, Henry Cole and the "Cole Group", The Great Exhibition of 1851, Images for All, Popular Graphics in the United States, A Balance Sheet of Reform. Questions due Monday, Week 6. | 2/20 - Quiz #1 |
| 6 | 2/25 PART III: Arts, Crafts, and Machines - Industrialization: Hopes and Fears (1866-1914) Ch. 5: <i>The Joy of Work.</i> Ruskin, Morris, the Arts & Crafts Movement in Britain; Morris and Socialism; Morris as Publisher; The Influence of William Morris in Britain; The Arts and Crafts Movement in the US; Printing in the US; Chicago and Frank Lloyd Wright. Questions due Monday, Week 7. | 2/27 - TBA |

| | <u>Tuesday</u> | <u>Thursday</u> |
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| 7 | <p>3/3 Ch. 6: <i>The Equality of the Arts</i> - Design Reform and the Aesthetic Movement; Books, Illustration, Type; The Aesthetic Movement in the United States; Dress; Design Reform in France: L'Art Nouveau; Art Nouveau in Print and Public; Glasgow: Charles Rennie Mackintosh. Questions due Monday, Week 8.</p> | <p>3/5 - Local Design paper due. MIDTERM review.</p> |
| 8 | <p>3/10 Ch.7: <i>Mechanization and Industry.</i> Design and the Workplace, Germany; The American System of Manufacture and Fordism; Developments in Merchandising, Printing, and Advertising. No questions due.</p> | <p>3/12 - MIDTERM EXAM</p> |
| 9 | <p>3/17 - PART IV: <u>After World War I: Art, Industry, and Utopias (1918-1944)</u> Ch. 8: <i>Paris and Art Moderne (Art Deco) Before and After World War I.</i> Furniture and Modern Art, Glass and Metal, The Paris Exposition of 1925; Early 20th Century Design. Questions due Week 10.</p> | <p>3/19 - Group assignment starts. In-class activities. .</p> |
| 10 | <p>3/24 Ch. 9: <i>Modernism</i> - Futurism, De Stijl, Constructivism, The Bauhaus, Design, Utopia, and Technology, Beyond the Bauhaus, The Printing Industry and the “New, Jan Tschichold and the "New Typography”, Britain and Modern Design, Scandinavia and Modern Design. Questions due Monday Week 11.</p> | <p>3/26 - In-class activities. .</p> |
| <p>S P R I N G B R E A K 3/30 - 4/2 No Classes.</p> | | |
| 11 | <p>4/7 Ch. 10: <i>Design, Industry, and Advertising in the United States.</i> Industrial Design and Fordism, Advertising, Art, & the Selling of Modern Design in the US; The US and International Modernism; Streamlining; The 1939 New York World's Fair; Photography and Graphic Design; Industrial Design and Austerity; Graphic Design During World War II. Questions due Monday Week 12.</p> | <p>4/9 - In-class activities. .</p> |

| | <u>Tuesday</u> | <u>Thursday</u> |
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| 12 | <p>4/14 PART V: <u>Humanism and Luxury: International Modernism and Mass Culture after World War II (1945-1960).</u> Ch. 11: <u>Modernism After World War II: From Theory to Practice</u>, Promoting Postwar Design: Art Direction and the New Advertising o Graphic Design and Technical Information, The International Graphic Style (Die Neue Grafik), Means and Ends, Japan, Design and Corporate Culture, Trademarks and Beyond. Ch. 12: <u>Design and Mass Appeal - A Culture of Consumption</u>. Detroit: Transportation as Symbol, Critics of Styling, Resorts and Luxury Housing: Suburbia, Domesticity, and Conformity, Beyond High and Low Art. Questions due Week 13.</p> | <p>4/16 - Quiz #2. In-class activities.</p> |
| 13 | <p>4/21 - Group Presentations and Peer Review.</p> | <p>4/23 - Group Presentations and Peer Review.</p> |
| 14 | <p>4/28 - Group Presentations and Peer Review.</p> | <p>4/30 PART VI: <u>Progress, Protest, and Pluralism</u> Ch. 13: <u>New Materials, New Products o Plastics and their Progeny (1961-2010)</u>. Product Housing, Sports: Equipment and Progress, Visual Identity, Information, and Art Direction o Laminated Materials, Nature and Craft. Questions due Monday, Week 15.</p> |
| 15 | <p>5/5 - Ch. 14: <u>Dimensions of Mass Culture of Mass Design and the Home</u>, Mass Design: the Fringes; Pop, Protest, and Counterculture; Graphics and the Underground; Anti-design in Italy Radical Reform: Technology, Safety, and the Environment. Ch. 15: <u>Politics, Pluralism, and Postmodernism</u>. Design and Postmodernism, Postmodern Products, Pluralism and Resistance, Hi-Tech, The Expanding Definition and Role of Design. Questions due Monday Week 16.</p> | <p>5/7 - FINAL EXAM REVIEW</p> |
| 16 | <p>5/12 - No class - Study Day</p> | <p>5/14 - No class</p> |
| | <p>5/19 - TUESDAY, FINAL EXAM, 7:45 am - 9:30am. Room 133. Please bring an Exam booklet and pen. Please be prompt.</p> | |