

San José State University
Department of Art and Art History
ARTH 72, Design in Society, Section 1, Fall 2020

Course and Contact Information

Instructor(s): Dr. Elizabeth Carroll Consavari
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Email: elizabeth.consavari@sjsu.edu
Office Hours: (2:45-4:45PM or by appointment) via Zoom
Class Days/Time: (Monday/Wednesday 12-1:15PM)
Classroom: <https://sjsu.instructure.com/courses/1374617>

GE/SJSU Studies Category: Fulfills GE and Area C1

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.

Course Format

This course adopts an online synchronous (Mode 2) classroom delivery. Students are expected to attend class in synchronous mode on Monday/Wednesday 12:00-1:15PM. Class will be varied in structure and comprised of lecture, discussion, flipped-classroom presentations and group work. Students will need access to a computer to take this course.

Faculty Web Page and MYSJSU Messaging (Canvas)

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on our Canvas page at <https://sjsu.instructure.com/courses/1373937>. You are responsible for regularly checking with the messaging system through Canvas and MySJSU on Spartan App Portal <http://one.sjsu.edu> (or other communication system as indicated by the instructor) to learn

of any updates. For help see https://www.sjsu.edu/ecampus/teaching-tools/canvas/student_resources/.

All assignments must follow Chicago Manual of Style (CMOS) for cited sources.

GE Learning Outcomes (GELO)

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

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 to work toward achieving them.

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

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

Other Readings

ARTH 72 non-textbook readings are available through Canvas Course Page and will be available on Canvas Modules.

Library Liaison

Gareth Scott

email: gareth.scott@sjsu.edu

phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

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, art@sjsu.edu

Course Requirements and Assignments

Assignment Breakdown

2 Quizzes @10%	20%
Midterm Exam	20%
Local Design Paper #1	20%
Sustainable Design Presentation Exercise#2	20%
Final Exam	20%

Interested in winning \$500? The SJSU Office of Sustainability and MLK library have invited our students to participate in a campus-wide, interdisciplinary art and design competition on the theme of sustainability to be celebrated online/on campus (possibly) during Campus Sustainability Month this October 2020. Students will submit works in any medium relating to the theme of "sustainable futures." Their work will be highlighted in a virtual online exhibition/competition or on campus/socially distanced venue. Come to the kickoff meeting on September 4th at 5PM. Details to follow.

The 17 UN Sustainable Development Goals:

<https://www.un.org/sustainabledevelopment/>

Campus Sust month

<https://www.aashe.org/get-involved/campus-sustainability-month/>

72 is comprised of two midterms and one final exam. Each quiz will account for 10%; Midterm 20%, Final Exam 20% of your final grade. They will be non-cumulative. Material covered the exams comes from the assigned readings in Raizman, Canvas readings and from class lecture material. Each quiz, midterm and the final examination will include one or all of the following: slide identifications or slide comparisons (GELO1, 4), multiple choice, true/false and/or short answer questions (GELO2,5, 6), and essay questions (GELO1-5). Make-up exams will only be given for valid, documented medical emergencies. You must notify me of your absence before the exam and documentation must be provided before a make-up can be scheduled. Cheating will result in a grade of "0". See course schedule below for the exam dates. As a GE course, 72 requires students to write 1500 words which is achieved by completing the Local Design Assignment #1, and the Sustainable Design Presentation/Group Assignment #2.

"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 practice. Other course structures will have equivalent workload expectations as described in the syllabus."

Final Examination or Evaluation

There will be a final exam taken online and it is a blend of image identifications, content-driven multiple choice questions, true/false and a possible unknown identification. The exam will be online with the Lockdown Browser feature. 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".

"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."

Grading Information

Whenever possible students will be provided with feedback on Local Design paper, as well as the Sustainable Design Presentation. I use a rubric to evaluate written work taking the following three areas into consideration with a system of abbreviations. Point value per section, i.e., content, research, style or organization will depend on the assignment parameters and may vary. Peer Review will be a component of the Sustainable Design Presentation. Sample work of assignments will be posted for students to review and compare to their own submissions.

Content (C) worth points

C lack of det	lack of detail, thesis unclear must be supported by details (examples)
C Progress Rep	Was article submitted ahead?
C ref	reference unclear / footnote/explanat needed
C acc/argument inc	accuracy / completion / argument
C theory	Theory of Author addressed, or presented in video

Research (R) worth points Minimum of 1 peer-reviewed source Chicago Manual Style followed properly with text, footnotes or endnotes; Bibliography.

Style (G) worth points

S frag	fragment (not a sentence)
S omm	omission
S Imp use	improper usage

- S awk awkward
- S unc.?
unclear
- S cap capitalization/proper name, title
- S subj/verb subject/verb agreement
- S punct punctuation

Organization (O) worth points

- ¶ or pgraph paragraph structure/subject is unclear
- th thesis needed to structure paper
- concl. conclusion needed

Determination of Grades

An automatic deduction of **10 points** will be assessed for late work up until one week after the deadline. (Assignments received one day after the deadline are docked 10 points automatically through the one-week period. Please note this is discouraged and **not** the ideal scenario. Consult with instructor before you make this decision on your own.)

Exams must be rescheduled BEFORE the test date **or the instructor be 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. There is no Extra Credit opportunity in this course.

Grading Information for GE:

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

Below are a few samples of accessible grading scale in table and non-table format. You can use either one or create your own grading scale as long as it is accessible with logical reading order. Different screen readers may read texts differently. The “+/-” may not be read out loud. It is always a good practice to spell them out and spell out any abbreviations or make a reference of your abbreviation when used for the first time.

- A plus = 1000 to 970 points
- A = 969 to 940 points
- A minus = 939 to 900 points
- B plus = 899 to 870 points
- B = 869 to 840 points
- B minus = 839 to 800 points
- C plus = 799 to 770 points
- C = 769 to 740 points
- C minus = 739 to 700 points
- D plus = 699 to 670 points
- D = 669 to 640 points
- D minus = 639 to 600 points
- F = 599 points or lower

Grade	Points	Percentage
A plus	960 to 1000	96 to 100%
A	930 to 959	93 to 95%

Grade	Points	Percentage
A minus	900 to 929	90 to 92%
B plus	860 to 899	86 to 89 %
B	830 to 859	83 to 85%
B minus	800 to 829	80 to 82%
C plus	760 to 799	76 to 79%
C	730 to 759	73 to 75%
C minus	700 to 729	70 to 72%
D plus	660 to 699	66 to 69%
D	630 to 659	63 to 65%
D minus	600 to 629	60 to 62%

Classroom Protocol

You are expected to attend class regularly via synchronous delivery at the scheduled time. Students are strongly urged to turn on their cameras, as this is already professional practice in the workplace.

University Policies

Per [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo) (<http://www.sjsu.edu/gup/syllabusinfo>), which is hosted by the Office of Undergraduate Education. Make sure to visit this page to review and be aware of these university policies and resources.

Additional Information

You must cite any research sources consulted using the Chicago Manual of Style format (CMOS) for the Local Design or Sustainable Design Presentation assignments. Submit by the assigned dates in the Course schedule, also found within Canvas Assignments online.

ARTH 72, Design in Society, Fall 2020, Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	8/19	Course Introduction: Course “Nuts and Bolts” to Thinking about Design and Cultural Ideas Reading: Always check here for what is due for this lecture in this space!
2	8/24	What is Design? In-class reading/discussion exercise, D. Norman, “The Psychopathology of Everyday Things,” from <i>The Design of Everyday Things</i> , 2002 Reading: David Raizman, Introduction “Thinking about Design,”
2	8/26	Individual and Collaborative Approaches to Design: Louis XIV, 1700-1800 Reading: Raizman, Chapter 1 (continued) Please consult the Canvas for reading by Pierre Bourdieu, selection from <i>Distinction</i> , 1984;

3	8/31	The Expanding Market and Entrepreneurialism in Britain and France: Reading: Raizman, Chapter 2 (I)
3	9/2	The Expanding Market and Entrepreneurialism in Britain and France: Reading: Raizman, Chapter 2 (II)
4	9/7	Labor Day- No class
4	9/9	Reading: Bronislaw Malinowski, <i>Basic Needs and Cultural Responses</i> , Canvas, Review readings and images for following class
5	9/14	QUIZ #1 - (library liaison, Peggy Cabrera) Explanation and Introduction of Paper Assignment #1 on Local Design
5	9/16	The Industrial Revolution Reading: Raizman Chapter 3
6	9/21	The Industrial Revolution, Advertising and the Interior Reading: Tomàs Maldonado, "The Idea of Comfort," and Adrian Forty, "What is Home?" in <i>Objects of Desire</i> (Canvas)
6	9/23	Tastemakers and Design Invention Reading: Finish Raizman, Chapter 4 and Lucy Worsley, "A Bathroom is Born," from <i>If Walls Could Talk</i> (Canvas)
7	9/28	Process and the Joy of Work: Arts and Crafts Movement in England and the US, In-class reading activity; "The Case of Lewis Foreman Day and Candace Wheeler," from <i>The Industrial Design Reader</i> , edited by Carma Gorman. Reading: Raizman, Chapter 5
7	9/30	What is Sustainability and Design Reading: Nathan Stegall, "Designing for Sustainability: A Philosophy for Ecologically Intentional Design," <i>Design Issues</i> (Canvas),
8	10/5	MIDTERM EXAM
8	10/7	The Aesthetic Movement to Art Nouveau in Europe circa 1850-1900 Reading: Raizman, Chapter 6
9	10/12	Mechanization and Industry Reading: Chapter 7
9	10/14	Sustainable Design 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 with Peggy Cabrera. **It is absolutely crucial that you attend this class, the information cannot be made-up, if you have an emergency, you must notify me AHEAD of class. Reading: Finish Raizman Chapter 5 ; Mitchell Thomashow, <i>The Nine Elements of a Sustainable Campus, "Aesthetics," 2014</i>
10	10/19	Local Design PAPER #1 DUE Art Deco: Paris and Arte Moderne Reading: Raizman, Chapter 8
10	10/21	Modernism, Design, Utopia and Technology (I) Futurism, DeStijl, "The Case of Eileen Grey: Gender and Modernism"

		Reading Raizman, FINISH Chapter 8; Chapter 9
11	10/26	Modernism, Design, Utopia and Technology (II) Bauhaus, Scandinavian Reading: Chapter 9, continued, Walter Gropius, "The Modern as Ideal." (Canvas)
11	10/28	Modernism, Design, Industry and Advertising in the USA (III) Industrial Design, Fordism and International Modernism 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.
12	11/2	Design, Industry and Advertising in the USA Industrial Design, Standardization and Streamlining Reading: Raizman, Chapter 10 (continued) Guest Speaker TBD
12	11/4	Modernism After World War II (I) Humanism and Modernism with Charles and Ray Eames, Scandinavian, Design and Corporate Culture Reading: Raizman, Chapter 11
13	11/9	QUIZ #2 Modernism After World War II (II) Innovations in the Interior: Materials for Modern Living: Production vs. Consumption, Charles and Ray Eames: American Modernism Reading: Finish Raizman, Chapter 11, (continued) and Suggested: Canvas
13	11/11	Veteran's Day- No class
14	11/16	From Gute Form to American Mass Appeal I: Corporate Design in Germany. the Hochschule, Dieter Rams/Braun Reading: Chapter 11 (continued)
14	11/18	Design and Mass Appeal: Conspicuous Consumption and Transportation Reading: Raizman, Chapter 12
15	11/23	Design and Mass Appeal: Mass Culture and Housing and a Case Study in Asia Design in Hong Kong and Mainland Post-Mao China. Reading: Chapter 12 and "Back to the Future, or Forward? Hong Kong Design, Image and Branding," <i>Design Issues</i> (2009) Canvas Sustainability Group Presentations (1 & 2)
15	11/25	Thanksgiving Holiday-no class
16	11/30	Dimensions of Mass Culture in the 20th Century Mass Design and the Home Reading: Fertile Ground: Design Exchanges between California and Mexico-1920-1975, Canvas Raizman, Chapter 14 Sustainability Group Presentations (3 & 4)
16	12/2	Dimensions of Mass Culture in the 20th Century

		The Home, Protest, and Counter-Culture in Italy Reading: Raizman, Chapter 14 (continued) Sustainability Group Presentations (5 & 6)
LAST DAY OF CLASS	12/7	Sustainability Group Presentations (7 & 8); Sustainability Group Presentations (9 & 10) Final Group Paper due in class
Final Exam	12/9	Online at 9:45AM-12:00PM