

San José State University
Department of Art and Art History
ARTH 72-02: Design in Society - 42612
Fall Semester 2020

Course and Contact Information

Instructor:	Dr. Molly Hankwitz
Office Location:	Online and Art Building 115
Telephone:	(415) 283-7757
Email:	molly.hankwitz@sjsu.edu
Office Hours:	T, R 3 - 4 pm (on Zoom)
Class Days/Time:	T, R (Tuesday/Thursday) 9:00am - 10:15 am
Classroom:	Online only.
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 are accompanied by discussion, activities and assignments. This course requires Canvas access. **For help with using Canvas see [Canvas Student Resources page](#)**

available at http://www.sjsu.edu/ecampus/teaching-tools/canvas/student_resources. Class time will not be recorded. Students interested in recording class material need to have advanced Instructor approval.

[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, you might allow an “anonymous” option (e.g., student temporarily turning off identifying information from the Zoom session, including name and picture, prior to recording).

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 an important component of the classroom experience. A minimum of 1500 written words is required and the culminating group project including a presentation and the Midterm and Final.

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 Textbooks and Readings

- **Textbook** - David Raizman. *History of Modern Design*, 2nd ed. (2011) This textbook is available at the SJSU Bookstore. ISBN 978-0205728503. Hardcover/paperback editions.
- **Supplemental Readings** - ARTH 72 non-textbook readings are available through our Canvas Course Pages for Lecture, via Canvas as pdf, 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 weekly updates and most Assignment submissions while some Assignments may be graded more informally. It is essential to have access to a computer and the Internet in order to submit assignments via Canvas. A smartphone camera or digital camera may be useful for photographing design elements. A notebook, pen and/or pencil is also required. For help with using Canvas see [Canvas Student Resources page](#).

Library Liaison - Gareth Scott

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

email: gareth.scott@sjsu.edu

phone: [\(408\) 808-2094](tel:(408)808-2094)

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

Course Web Materials

- **ARTH72-** Course materials are at: <https://sjsu.instructure.com>.
- Username is your Student ID number and your password is your SJSU-One account password.
- **Visual Resource Library** - <https://www.sjsu.edu/art/places/vrl/> - Username 'arth' Password 'albumen'
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- 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 short papers, one group project/presentation, scheduled Midterm and a Final are required.
- The writing requirement for a GE course is a minimum of 1500 words (a total of six pages, doubled-spaced). For written assignments each student will submit two 2 page individual papers - on two different topics - with required citation information (appropriate academic resources), images and bibliography. The papers will be graded via rubric with ample feedback from the Instructor. The aim of the short papers is to advance students' writing and research skills. These assignments fulfill the first portion of the GE course minimum of 1500 words.
- The **first** written assignment on "connection to disability" is a short 2 page max paper (incl. references) with illustration, requiring identification and critical understanding of the topic. Topics will be given. King Library reference librarians are here to help you. See King Library Electronic "Articles and Databases". Feedback will be given via the rubric and comments.
- The **second** written assignment is a 2-3 page research paper on "a cultural design you own". The paper requires critical thinking about the form and symbolism of the object. A range of topics will be given. King Library reference librarians are here to help you. See King Library Electronic "Articles and Databases". Feedback will be given via the rubric provided.
- In-class activity points are given for student participation and include a variety of means to both advance and improve the overall grade throughout the semester, for instance, on formal written work or discussion. These points will be based upon activities such as weekly questions/responses regarding fundamental readings, film/media assigned during the semester; other activities. Class room behavioral expectations are part of this grade.
- Weekly quiz/questions on the required Reading are assigned after Lecture, due by the following Monday. You have multiple attempts to complete the quiz, and Study questions are given with the Lecture to aid in preparation. The purpose of these weekly questions is to ensure active reading and comprehension, and act as some review for the Midterm and Exam. Answers are graded for a total of 10 points per week.
- The group project investigates aspects of Sustainability-across-design. Students will receive topics, prepare a 3 min slide presentation, write a short summary paper with annotated bibliography. Students will receive an individual grade for their participation in research, a group grade for the paper and a group/individual grade for presentation. This fulfills the last part of the GE writing requirement. All 3 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.

- **Standards for Paper Submission** - Use 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. 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](http://www.sjsu.edu/senate/docs/S16-9.pdf) available at www.sjsu.edu/senate/docs/S16-9.pdf.

- [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/>

Student Services - [Spartan Support Network](#) - Multiple services available for student success.

Peer Connections is your campus-wide resource for mentoring (time management, note taking, study skills, getting involved, etc.), tutoring (undergraduate writing, lower division Math, Science, History, Humanities, etc.), 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 at <http://peerconnections.sjsu.edu> for more information.

Final Examination or Evaluation

Material covered on any Final Evaluation comes from class Lectures, discussions and readings. It is important to attend class because all 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 or Video content shown in class, the readings, and discussion material. There are no make-up quizzes or exams without prior consent of the instructor, or by formal documented excuse for absence. Missed tests without excuse will be failed. Failure to attend the Final results in a Failure 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](https://www.sjsu.edu/senate/docs/S17-1.pdf) available at: <https://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 questions (10%)
- 2 short papers (10%)
- Midterm (20%);
- Group project (20%)
- Final (30%)
- Extra Credit (to be earned at the discretion of the instructor)

Assignment Format and Submission: The Course requires a weekly quiz to questions related to readings. Discussions will be provided for Lecture material. Other Assignments will be introduced in class. Students should be prepared to utilize Canvas and should check all deadlines and To-Do lists. Quizzes, the short papers, and the

group project are to be completed by the due dates. Midterm and Final must be completed by due date. Group project consists of research activity, a paper and presentation. **(See Course Requirements and Assignments)**

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

Sample Paper Rubric assesses the following areas by points:

- Content - C1 - (20 points) - What does the chosen design look like and or “do”? Visual appearance, form and function? Is the description, clear and specific. Are main issues of the design identified?
- Content- C2 - (15 points) Inclusion of higher-level research and/or theory in the text.
- Research -R - (20 points) - Diverse library-researched bibliography; correct footnoting.
- Style -G - (25 points) - Paper is in a legible and of an appropriate writing style, with correct grammar, and punctuation.
- Organization -O- (20 points) Is the paper logically organized? Are all requirements met?

Where possible, Assignments will have defined Rubrics with assessment criteria. Students should use the Rubric to guide their process. Additional written comments will be given by Instructor.

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, university obligation. It is the student’s responsibility to communicate Absences for required testing and/or Assignment dates to the Instructor in order to receive credit for late work excused by the instructor. Please give 2 weeks of advance notice if you plan to miss a Midterm or Exam so arrangements can be made to complete the work.

Numeric Grade Equivalents Scale:

<i>A plus</i>	<i>960 to 1000</i>	<i>96 to 100%</i>
<i>A</i>	<i>930 to 959</i>	<i>93 to 95%</i>
<i>A minus</i>	<i>900 to 929</i>	<i>90 to 92%</i>
<i>B plus</i>	<i>860 to 899</i>	<i>86 to 89 %</i>
<i>B</i>	<i>830 to 859</i>	<i>83 to 85%</i>

<i>B minus</i>	800 to 829	80 to 82%
<i>C plus</i>	760 to 799	76 to 79%
<i>C</i>	730 to 759	73 to 75%
<i>C minus</i>	700 to 729	70 to 72%
<i>D plus</i>	660 to 699	66 to 69%

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](http://www.sjsu.edu/senate/docs/F13-1.pdf) 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>

Plagiarism is an issue of Academic Integrity and will result in an F on the Assignment and possibly for the course. Canvas is equipped with plagiarism detection so **do not try it**. If you have questions about what Plagiarism is, and how to avoid it, please discuss this with your Professor. [Univer-](#)
[sity Policy F15-7.](#)

Additional Note: This syllabus may be subject to change in the event of unforeseen circumstances or where changes will enhance the quality of the course. Students will be given opportunities to shape the way the course unfolds in the event changes are desirable.

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 and prepared for active learning during all class meetings. This means turning up in the Zoom waiting room a few minutes before class. The Instructor will Admit you to class. Sign in with your full name via Chat. Turn on your Video. Microphones should be muted to avoid background noise. The Raise Hand function will be observed by the Instructor. Please use it to Unmute and raise questions. Cell phones, smart phones, or other devices that detract from full attention should be turned off or silenced during class unless you are calling into class or using Zoom on your phone. Students are expected to behave in an appropriate manner on Zoom. Eating, moving about unnecessarily, unmuting and speaking out of turn unnecessarily are to be avoided. Students who are doing poorly at Midterm will be asked to meet with the Instructor.

Note: 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 who need accommodations or *assistive technology* due to a disability should work with the [Accessible Education Center \(AEC\)](#), and the instructor

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 - Fall 2020

	<u>Tuesday</u>	<u>Thursday</u>
1	Aug. 18 - No class.	Aug. 20 - Introduction to ARTH72 - Design in Society. Themes, Course-work and Mechanics. Canvas course navigation. Assignments.
2	Aug. 25 - PART 1: <u>Demand, Supply, Design, 1700-1800.</u> Ch. 1: <u>Royal Demand and the Control of Production,</u> State-owned Manufactories, Artists and Craftsmen, Porcelain, The Guilds, The Printer's Art. Questions due Monday, Week 3.	Aug. 27 - In-class activity.
3	Sept. 1 - Ch. 2: <u>Entrepreneurial Efforts in Britain and Elsewhere</u> Expanding Markets, Wedgwood and Antiquity, Commodities and Fashion, The United States, Popular Literature and Freedom of the Press. Questions due Monday, Week 4.	Sept. 3 - Connecting to disability Short paper assigned.
4	Sept. 8 - Last Day to Add <u>PART II: Expansion and Taste, 1801-1865.</u> Ch. 3: <u>Growing Pains: Expanding Industry in the Early 19th Century,</u> Industry Culture and Progress, New Materials and Processes, Beyond the Printed Page, Wallpaper and Fabric Printing, The American System. Questions due Monday, Week 5.	Sept.10 - In class activity.

	<u>Tuesday</u>	<u>Thursday</u>
5	<p>Sept. 15 - Ch. 4: <u>Design, Society and Standards.</u> 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. Short paper due.</p>	<p>Sept.17 - Sustainability across design - Introduction of project</p>
6	<p>Sept. 22 - PART III: Arts, Crafts, and Machines - Industrialization: Hopes and Fears (1866-1914) Ch. 5: <u>The Joy of Work.</u> 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.</p>	<p>Sept. 24 - In class activity.</p>
7	<p>Sept. 29 - Ch. 6: <u>The Equality of the Arts</u> - 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>Oct. 1 - MIDTERM review. Campus Sustainability Month -</p>
8	<p>Oct. 6 - Ch.7: <u>Mechanization and Industry.</u> Design and the Workplace, Germany; The American System of Manufacture and Fordism; Developments in Merchandising, Printing, and Advertising. No questions due.</p>	<p>Oct. 8 MIDTERM Campus Sustainability Month</p>
9	<p>Oct. 13 - PART IV: <u>After World War I: Art, Industry, and Utopias (1918-1944)</u> Ch. 8: <u>Paris and Art Moderne (Art Deco) Before and After World War I.</u> Furniture and Modern Art, Glass and Metal, The Paris Exposition of 1925; Early 20th Century Design. Questions due Week 10.</p>	<p>Oct.15 - In class activities. Campus Sustainability Month</p>
10	<p>Oct. 20 - Ch. 9: <u>Modernism</u> - 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>Oct. 22 - In-class activities. Campus Sustainability Month Project - Presentations</p>

	<u>Tuesday</u>	<u>Thursday</u>
11	<p>Oct. 27 - Ch. 10: <u>Design, Industry, and Advertising in the United States</u>, 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>Oct. 29 - In-class activities. Campus Sustainability Month Project - Presentations</p>
12	<p>**Nov. 3 Election Day** - Project Presentations</p>	<p>Nov. 5 -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. Questions due Week 13</p>
13	<p>Nov. 10 - 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 Monday, Week 14</p>	<p>Nov. 12 - Short paper on Connecting to Design - introduction of topic.</p>
14	<p>Nov. 17 - PART VI: Progress, Protest, and Pluralism 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>	<p>Nov. 19 - In class activity.</p>

	<u>Tuesday</u>	<u>Thursday</u>
15	<p>Nov. 24 - 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. No Questions. Short paper due before break.</p>	<p>Nov. 26 - THANKSGIVING No class.</p>
16	<p>Dec. 1 - Course “Wrap” Lecture</p>	<p>Dec. 3 In class activity</p>
17	<p>Dec. 5 No class</p>	<p>Dec. 7 No class</p>
	<p>FINAL - Wednesday, Dec. 9, 8:00am - 9:30am</p>	