

**San José State University**  
**Department of Art and Art History**  
**ARTH 72, Design in Society, Section 1, Spring 2021**

**Course and Contact Information**

<b>Instructor:</b>	Dr. Elizabeth Carroll Consavari
<b>Office Location:</b>	Online via Zoom
<b>Telephone:</b>	(408) (924-4334)
<b>Email:</b>	( <a href="mailto:elizabeth.consavari@sjsu.edu">elizabeth.consavari@sjsu.edu</a> )
<b>Office Hours:</b>	Via Zoom on Tuesdays 1:30-3:30PM or by appt. (see Canvas for link)
<b>Class Days/Time:</b>	(Monday/Wednesday 12-1:15PM synchronous via Zoom)
<b>GE/SJSU Studies Category:</b>	Fulfills GE and Area C-1

## Course Format

This course adopts an online synchronous (Mode 2) classroom delivery. Students are expected to attend class in synchronous mode on Monday/Wednesday 12-1:15PM. 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.

## 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.

## 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/1420702>. You are responsible for regularly checking with the messaging system through Canvas and MySJSU on [Spartan App Portal \(Links to an external](#)

[site.](http://one.sjsu.edu)) <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/](https://www.sjsu.edu/ecampus/teaching-tools/canvas/student_resources/) ([Links to an external site.](#)).

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 **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](mailto: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/> (Links to an external site.) or the Art & Art History department office in ART 116, 408-924-4320, [art@sjsu.edu](mailto: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%

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, which focuses on an example of design from Silicon Valley. The Sustainable Design Presentation/Group Assignment #2 requires students to investigate LEED buildings on campus and the fundamentals of sustainable design.

"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 Policy

Whenever possible students will be provided with feedback on Video Response Assignments which amount to 10 over the semester, as well as the Article Exercise. 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 Article Exercise. 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 (Malinowski, Thomashow, etc.)

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

O ¶ or pgraph paragraph structure/Subject is unclear

O th thesis needed to structure paper

O 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.) Assignments not received after this one-week grace period for submission will receive a grade of "0".

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 Policy 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*

<i>Grade</i>	<i>Points</i>	<i>Percentage</i>
<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>	<i>800 to 829</i>	<i>80 to 82%</i>
<i>C plus</i>	<i>760 to 799</i>	<i>76 to 79%</i>
<i>C</i>	<i>730 to 759</i>	<i>73 to 75%</i>
<i>C minus</i>	<i>700 to 729</i>	<i>70 to 72%</i>
<i>D plus</i>	<i>660 to 699</i>	<i>66 to 69%</i>
<i>D</i>	<i>630 to 659</i>	<i>63 to 65%</i>
<i>D minus</i>	<i>600 to 629</i>	<i>60 to 62%</i>

## 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 \(Links to an external site.\)](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 \(Links to an external site.\)](#) (<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) in the Video Responses or Article Exercise. Submit by the assigned dates in the Course schedule, also found within Canvas Assignments online.

### 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/](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 and the following items to be included in the syllabus:

- “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.”
  - It is suggested that the greensheet include the instructor’s process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
  - 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](http://www.sjsu.edu/studentconduct/) 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](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at [http://www.sjsu.edu/president/docs/directives/PD\\_1997-03.pdf](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](http://www.sjsu.edu/aec) (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](http://www.sjsu.edu/senate/docs/S14-7.pdf) at <http://www.sjsu.edu/senate/docs/S14-7.pdf>.

### **Student Technology Resources**

Computer labs for student use are available in the [Academic Success Center](http://www.sjsu.edu/at/asc/) at <http://www.sjsu.edu/at/asc/> located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

### **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 10<sup>th</sup> 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](http://peerconnections.sjsu.edu) 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) at <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 7<sup>th</sup> 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, Section 1, Spring 2021, 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

Week	Date	Topics, Readings, Assignments, Deadlines
1	1/27	<p>Course Introduction: Course “Nuts and <a href="#">Bolts” to Thinking about Design and Cultural Ideas</a></p> <p>Reading: Always check here for what is due for this lecture in this space!</p>
2	2/1	<p><b>What is Design?</b> In-class reading/discussion exercise, <a href="#">D. Norman, “The Psychopathology of Everyday Things,”</a>  from <i>The Design of Everyday Things</i>, 2002</p> <p>Reading: <a href="#">David Raizman, Introduction “Thinking about Design,”</a> </p>
2	2/3	<p><b>Individual and Collaborative Approaches to Design: Louis XIV, 1700- 1800</b></p> <p>Reading: Raizman, Chapter 1 (continued) Please consult the Canvas for reading by Pierre Bourdieu, selection from <i>Distinction</i>, 1984;</p>
3	2/8	<p><b>The Expanding Market and Entrepreneurialism in Britain and France:</b></p> <p>Reading: Raizman, Chapter 2 (I)</p>
3	2/10	<p><b>The Expanding Market and Entrepreneurialism in Britain and France:</b></p> <p>Reading: Raizman, Chapter 2 (II)</p>
4	2/15	<p>Gareth Scott, Art/Art History Librarian-Research Explanation: Article Exercise Introduction</p> <p>Reading: <a href="#">Bronislaw Malinowski, <i>Basic Needs and Cultural Responses</i>,</a>  Canvas, Review readings and images for following class</p>

4	2/17	<b>The Industrial Revolution</b> Reading: Raizman Chapter 3
5	2/22	Quiz #1
5	2/24	<b>The Industrial Revolution, Advertising and the Interior</b> Reading: <a href="#">Tomàs Maldonado, “The Idea of Comfort,”</a> and <a href="#">Adrian Forty, “What is Home?”</a> in <i>Objects of Desire</i> (Canvas)
6	3/1	<b>Tastemakers and Design Invention</b> Reading: Finish Raizman, Chapter 4 and <a href="#">Lucy Worsley, “A Bathroom is Born,” from <i>If Walls Could Talk</i></a> (Canvas)
6	3/3	<b>Process and the Joy of Work: Arts and Crafts Movement in England and the US,</b> In-class reading activity; <a href="#">“The Case of Lewis Foreman Day and Candace Wheeler,” from <i>The Industrial Design Reader</i>, edited by Carma Gorman.</a> Reading: Raizman, Chapter 5
7	3/8	The Arts and Crafts Movement (US)
7	3/10	<b>What is Sustainability and Design</b> Reading: Nathan Stegall, <a href="#">“Designing for Sustainability: A Philosophy for Ecologically Intentional Design,” <i>Design Issues</i></a> (Canvas), Finish Stickley and US Arts and Crafts; The Aesthetic Movement to Art Nouveau in Europe circa 1850-1900 Reading: Raizman, Chapter 6
8	3/15	<b>MIDTERM EXAM</b>
8	3/17	Mechanization and Industry Reading: Chapter 7
9	3/22	<b>Sustainable Design Group Projects/Presentations Assigned. SJSU As Living Learning Lab Module;</b> What is Green Building Design? What are the Three E’s and LEED Certification Standards with Associate Librarian, Peggy Cabrera.

		Reading: Finish Raizman Chapter 5 ; <a href="#">Mitchell Thomashow, <i>The Nine Elements of a Sustainable Campus, "Aesthetics," 2014</i></a>
9	3/24	Art Deco: Paris and Arte Moderne  Reading: Raizman, Chapter 8  Local Design Paper DUE
10	SPRING BREAK	
11	4/5	Aesthetics to Art Nouveau/Art Deco  Reading Raizman, FINISH Chapter 8; Chapter 9
11	4/7	Modernism, Design, Utopia and Technology (I) Futurism, DeStijl, "The Case of Eileen Grey: Gender and Modernism"  Reading: Chapter 9, continued, <a href="#">Walter Gropius, "The Modern as Ideal." (Canvas)</a> 
12	4/12	Modernism, Design, Industry and Advertising in the USA (III) Industrial Design, Fordism and International Modernism  Reading: Raizman, Chapter 10; Suggested: Kirkham and Stallworth, <a href="#">"Three Strikes Against Me: African American Women Designers," in Women Designers 1900-2000,</a>  (Canvas) 2000.
12	4/14	Design, Industry and Advertising in the USA Industrial Design, Standardization and Streamlining  Reading: Raizman, Chapter 10
13	4/19	Quiz#2 / Modernism After WWII begin after quiz

13	4/21	<p>Modernism After World War II (I)</p> <p>Humanism and Modernism with Charles and Ray Eames, Scandinavian, Design and Corporate Culture</p> <p>Reading: Raizman, Chapter 11</p>
14	4/26	<p><b>Modernism After World War II (II)</b></p> <p>Innovations in the Interior: Materials for Modern Living: Production vs. Consumption, Charles and Ray Eames: American Modernism</p> <p>Reading: Finish Raizman, Chapter 11, (continued) and Suggested: <i>Canvas</i></p>
14	4/28	<p><b>From Gute Form to American Mass Appeal I: Corporate Design in Germany.</b> the Hochschule, Dieter Rams/Braun</p> <p>Reading: Chapter 11 (continued)</p>
15	5/3	<p><b>Design and Mass Appeal: Conspicuous Consumption and Transportation</b></p> <p>Reading: Raizman, Chapter 12</p> <p>John Maeda's Ted Talk on Designing for Simplicity</p> <p>Sustainability Group Presentations (1, 2 and 3)</p>
15	5/5	<p><b>Dimensions of Mass Culture in the 20th Century</b></p> <p>Mass Design and the Home Reading: Fertile Ground: Design Exchanges between California and Mexico-1920-1975, Canvas</p> <p>Reading: Raizman, Chapter 14</p> <p>Sustainability Group Presentations (4, 5 and 6)</p>
16	5/10	Sustainability Group Presentations (7, 8 and 9)
16	5/12	Sustainability Group Presentations (10, 11 and 12)
17	5/17	Course Conclusion
Final Exam	5/20	Final Examination Via Zoom: 9:45AM-12PM

