

San José State University
College of H&A/Department of Art and Art History
ARTH 72, Design in Society, Section 1, Fall 2021

Course and Contact Information

Instructor: Dr. Elizabeth Carroll
Office Location: Online via Zoom (Art Building, Art 117)
Telephone: (408) 924-4334
Email: elizabeth.carroll@sjsu.edu
Office Hours: Thursdays 3:45-5:45PM or by appointment via Zoom
Class Days/Time: Monday/Wednesday 12:30-1:45PM synchronous via Zoom
Classroom: Online via Zoom
GE/SJSU Studies Category: C-1

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 12:30-1:45PM. 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%
Participation	10%
Midterm Exam	15%
Local Design Paper #1	20%
Sustainable Design Presentation Exercise#2	20%
Final Exam	15%

72 is comprised of two midterms and one final exam. Each quiz will account for 10%; Midterm 15%, Final Exam 15% of your final grade. The test content will be non-cumulative. Material covered the exams comes from the assigned readings in Raizman (textbook), 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.

In addition to midterms, final and Assignments 1 + 2, the Participation Grade is worth 10% of your grade. You will also be required to participate in class during synchronous class time. It cannot be made up. It will be a series of 5 participation opportunities held during class time, however they are unscheduled and occur at random. This means, you should always attend class to be sure you don't lose points!

"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 proficiency scale 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. A sample proficiency scale follows which will be used to assess your written assignments.

Your grade for this assignment will be determined as follows according to this sample proficiency scale.

3 points are exemplary; 2 points are proficient; 1 point is developing; 0 points are unacceptable.

Statement of a problem, understanding of context, and/or research question	3 Points Thoughtful and complete response. Appropriate explanation of relevant information.	2 Points Some key points need further explanation and/or thought. Content was generally relevant to the prompt.	1 Point Lacking appropriate explanation and/or thought. Content irrelevant to the prompt.	0 Points This portion of the assignment was not addressed.
Clarity & Coherence	3 Points Clear, coherent, easy to read and understand.	2 Point A few points are unclear and/or disorganized.	1 Point Several points are unclear and/or disorganized.	0 Points Generally unclear and disorganized.
Grammar & Punctuation	2 Points Free of grammatical and punctuation errors.	1 Point A few grammar and/or punctuation errors.	½ Point Several grammar and/or punctuation errors.	0 Points Many grammar and/or punctuation

Determination of Grades

An automatic deduction of 10 points (if for example out of 100 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 630 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%
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.

Consent for Recording of Class and Public Sharing of Instructor Material

[University Policy S12-7](http://www.sjsu.edu/senate/docs/S12-7.pdf), <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:

Please note that class, "...recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material."

“Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her/their approval. You may not publicly share or upload instructor generated material for this course such as exam questions, (capture video content, screenshot), post lecture notes, or homework solutions without instructor consent.”

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 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 10th 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 7th 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>.

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.

ARTH72 /Section 01 - Design in Society, Fall 2021,

Course Schedule

*This schedule is subject to change with fair notice. Please stay updated on lecture topics and deadlines via Canvas as the posted syllabus and announcements will have the most updated information.

Week/Lesson/ Module	Date	Topics, Readings, Assignments, Deadlines
2	8/23	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	8/25	What is Design? In-class reading/discussion exercise, D. Norman, “The Psychopathology of Everyday Things,” from The Design of Everyday Things, 2002 Reading: David Raizman, Introduction “Thinking about Design,”
3	8/30	Individual and Collaborative Approaches to Design: Louis XIV, 1700-1800 Reading: Raizman, Chapter 1 (continued) See Canvas for reading, Pierre Bourdieu, selection from Distinction, 1984
3	9/1	The Expanding Market and Entrepreneurialism in Britain and France: Reading: Raizman, Chapter 2 (I)
4	9/6	Campus Closed-Labor Day Holiday
4	9/8	The Expanding Market and Entrepreneurialism in Britain and France: Guest Speaker: Dorian Webb, Designer (30 minutes) Reading: Raizman, Chapter 2 (II)
5	9/13	Reading: Bronislaw Malinowski, Basic Needs and Cultural Responses, Canvas, Review readings and images for following class
5	9/15	QUIZ #1 - (library liaison, Gareth Scott) Explanation and Introduction of Paper Assignment #1 on Local Design
6	9/20	The Industrial Revolution Reading: Raizman Chapter 3
6	9/22	The Industrial Revolution, Advertising and the Interior Reading: Tomàs Maldonado, “The Idea of Comfort,” and Adrian Forty, “What is Home?” in Objects of Desire (Canvas)
7	9/27	Tastemakers and Design Invention Reading: Finish Raizman, Chapter 4 and Lucy Worsley, “A Bathroom is Born,” from If Walls Could Talk (Canvas)
7	9/29	Process and the Joy of Work: Arts and Crafts Movement in England and the US Reading: Raizman, Chapter 5
8	10/4	What is Sustainability and Design Reading: Nathan Stegall, “Designing for Sustainability: A Philosophy for Ecologically Intentional Design,” Design Issues (Canvas),
8	10/6	MIDTERM EXAM

Week/Lesson/ Module	Date	Topics, Readings, Assignments, Deadlines
9	10/11	The Aesthetic Movement to Art Nouveau in Europe circa 1850-1900 Reading: Raizman, Chapter 6
9	10/13	Mechanization and Industry Reading: Chapter 7
10	10/18	Local Design PAPER #1 DUE 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: Mitchell Thomashow, The Nine Elements of a Sustainable Campus, "Aesthetics," 2014
10	10/20	Art Deco: Paris and Arte Moderne Reading: Raizman, Reading: Chapter 8
11	10/25	Modernism, Design, Utopia and Technology (I) Futurism, DeStijl, "The Case of Eileen Grey: Gender and Modernism" Reading Raizman, FINISH Chapter 8; Chapter 9
11	10/27	Modernism, Design, Utopia and Technology (II) Bauhaus, Scandinavian Reading: Chapter 9, continued, Walter Gropius, "The Modern as Ideal." (Canvas)
12	11/1	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 Women Designers 1900-2000, (Canvas) 2000. Modules Week 12
12	11/3	Design, Industry and Advertising in the USA Industrial Design, Standardization and Streamlining Reading: Raizman, Chapter 10 (continued)
13	11/8	Modernism After World War II (I) Humanism and Modernism with Charles and Ray Eames, Scandinavian, Design and Corporate Culture Reading: Raizman, Chapter 11
13	11/10	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: on Canvas Modules Week 13
14	11/15	From Gute Form to American Mass Appeal I: Corporate Design in Germany. the Hochschule, Dieter Rams/Braun Reading: Chapter 11 (continued)

Week/Lesson/ Module	Date	Topics, Readings, Assignments, Deadlines
14	11/17	Design and Mass Appeal: Conspicuous Consumption and Transportation Reading: Raizman, Chapter 12
15	11/22	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,” Design Issues (2009) Canvas Sustainability Group Presentations (1 & 2)
15	11/24	Thanksgiving Holiday No Classes
16	11/29	Dimensions of Mass Culture in the 20th Century Mass Design and the Home Reading: Fertile Ground: Design Exchanges between California and Mexico Reading: Raizman, Chapter 12 Sustainability Group Presentations (3 & 4)
16	12/1	Dimensions of Mass Culture in the 20th Century The Home, Protest, and Counter-Culture in Italy Reading: Raizman, Chapter 14 Sustainability Group Presentations (5, 6 & 7)
17	12/6	Sustainability Group Presentations (8, 9 & 10) Final Group Paper due in class
Final Exam	12/14	Via Zoom 12:15-2:30PM