San José State University  
Department of Art and Art History  
ARTH 72-04: Design in Society  
Spring Semester 2019

Course and Contact Information

Instructor: Dr. Molly Hankwitz  
Office Location: Art Building 115  
Telephone: (415) 283-7757  
Email: molly.hankwitz@sjsu.edu  
Office Hours: TR, 3 - 4pm  
Class Days/Time: T, R (Tuesday/Thursday); 4:30pm -5:45.  
Classroom: Art Building 135

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 can located here: http://www.sjsu.edu/art/documents/greensheets/.
Course Format - In person, Lecture and Activity. This course may require the use of the ARIS app available for both Apple or Android and will be used for a specific class assignment. Specific in-class assignments may be submitted through IClicker app also accessed via mobile for both Apple and Android.

Faculty Web Page Course materials such as syllabus, lecture images, handouts, assignment instructions, review sheets, image lists and supplemental readings can be found on Canvas Learning Management System course login website at http://sjsu.instructure.com. Required readings not in your textbook can be found on Canvas

King Library Articles Databases at libguides.sjsu.edu/a-z or use your own student number and password to access and download readings. Please note that any supplemental study materials are posted within seven days after completion of related lectures. Useful images and information also appears on the Art History VRL website at arth.sjsu.edu. Finally, periodic reminders and updates will be sent through the Canvas course website. All students are responsible for regularly checking with the messaging system http://my.sjsu.edu/ or Canvas for any updates.

Course Description

This course provides a thematic and chronological introduction to major types of design around the globe from prehistory to the present. It will consider the cultural role of design in finding creative solutions to basic human needs such as shelter, clothing, useful objects, visual communications, transportation and built environments in a variety of social contexts. Works by designers from many diverse cultures will be studied within their historical and cultural context. Because cost of materials and amount of labor varies in producing different objects, even objects of the same type, issues of economic and social class will be introduced as they are critical to understanding designs. This area of “Design in Society” will address issues of sustainability in lectures and assignments.

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

GE Learning Outcomes (GELO) Design in Society will enable students to:

- Learn the design characteristics of the examples studied. This will include an understanding of both of the aesthetics and processes particular to the cultures and the historical periods from which they come;

- Learn to respond to works of design both analytically and effectively in writing and in class discussion, and to take these skills into the world outside the classroom;
● Learn to recognize how significant works illuminate enduring human concerns by studying examples of designs that meet basic human needs in creative ways;
● Learn to do research in the area of design;
● Recognize issues related to and accomplishments of diverse cultures as reflected in examples of design;
● Develop an understanding of how design is affected by cultural and historical context; and
● Write clearly, effectively, and critically using terminology appropriate to the history of design.

● Note: As in any university course, ARTH 72 does not give you these competencies, but creates an opportunity for you to work toward achieving them.

Upon successful completion of this GE course, students will be able to: GELO1 - translate visual perceptions into verbal and written communication; GELO2 - write clearly, effectively, and critically using terminology appropriate to the field of design. GELO3 - recognize basic issues inherent to designed objects in general; GELO4 - interpret designed objects from multiple points of view; GELO5 - research, analyze and apply theoretical concepts in the field of design.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to: CLO1 – Identify design characteristics of the examples studied. This will include an understanding both of the aesthetics of the objects and processes particular to the social contexts from which they come; CLO2 - Demonstrate knowledge of the aesthetic qualities and functional processes that characterize design works of the human intellect and imagination; CLO2 - Demonstrate knowledge of the issues related to and accomplishments of diverse cultures as reflected in examples of design; CLO4 - Demonstrate understanding of how design is affected by its cultural and historical contexts; CLO5 - Demonstrate understanding of basic themes and problems in design, particularly as these have emerged industrialized cultures of the past 250 years; CLO6 - Be able to analyze and write about significant works of design in the classroom and/or in local design.

Required
Texts/Readings

● Supplemental Readings - ARTH 72 non-textbook readings are available through our Canvas Course Page or through library databases. DAAI: Design and Applied Arts Index, or Art & Architecture Source. There are more listed in this lib guide: https://libguides.sjsu.edu/design.
• Optional books/guides that will help you 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 some assignment submissions. Others will be turned in at the start of class or submitted during class. It is essential that you use a computer (or potentially a mobile device) to submit assignments via Canvas. Please look for Canvas announcements and be sure to understand how to submit assignments on Canvas. A smartphone camera or digital camera may be useful when we visit interiors or architectural projects.

**Library Liaison - Gareth Scott** email: gareth.scott@sjsu.edu phone: (408) 808-2094 Dr. Martin Luther King, Jr. Library 4th Floor Administration Offices Your Library liaison is an excellent resource for research information for our research-based assignments.

**Course Web Materials**

• ARTH72 - Course materials on-line on the SJSU Canvas site for the course at: [https://sjsu.instructure.com](https://sjsu.instructure.com). Your Username is your 9-digit SJSU ID number, and your password is your SJSU-One account password.

• ARTH72 - Course Website. Available at [http://arth.sjsu.edu/](http://arth.sjsu.edu/), select Course Web Pages. Access through User: and Password: (login instructions to be announced in class).

• Optional Resources include: Electronic Resources links to writing guides and Internet sites will posted to the Course Website and/or to Canvas.

• Art and Art History Resources: [https://libguides.sjsu.edu/Art](https://libguides.sjsu.edu/Art)

**MLK/SJSU Library Writing support:**
[http://www.sjsu.edu/writingcenter/](http://www.sjsu.edu/writingcenter/)

**Course Requirements and Assignments**

There will be in-class activity participation points, weekly questions/responses (250 words), two quizzes, two short papers, one individual, one group, a scheduled Midterm and a Final.

• The writing requirement for a GE course is a minimum of 1500 words (a total of six pages, doubled-spaced). For the first written assignment each student will submit an individual paper with required citation information (appropriate academic resources), images and bibliography. The paper will be given
ample feedback from the Instructor. The aim of both papers is to advance students’ writing skills. These assignments fulfill the first portion of the GE course minimum of 1500 words.

- In-class activity points are given for student participation and include a variety of means to both advance and improve your overall grade throughout the semester, for instance on written work. These points will be based upon activities such as weekly questions/responses regarding fundamental readings, film/media assigned during the semester; field trips or other activities. Classroom behavioral expectations are part of this grade.

- Weekly responses to questions will be assigned each week after Lecture and are due by Friday via Canvas as a pdf. Weekly questions will be posted in Assignments. No paper version is necessary. The purpose of these questions is to ensure active engagement with the readings and as a study guide for quizzes, Midterm and Exam. Answers will be graded on a 10pt scale.

- The first written assignment on "local design" is a 2-3 page paper with illustration, requiring critical and comparative responses to various designs. Topics will be given. The assignment requires scholarly research. The King Library reference librarians are here to help you. See King Library Electronic “Articles and Databases.” A research visit will be included with the assignment.

- The second written assignment is a 3-5 page group paper and a 3-5 minute presentation. Each group will submit a paper with individual authors cited, and present research on the chosen topic. Students will receive individual grades on this project and a workflow for marks will be included in the assignment. This fulfills the second part of the GE 1500-word requirement. * Both written-assignments fulfill GELO3 - recognize basic issues inherent to designed objects in general; GELO4 - interpret designed objects from multiple points of view; and GELO5 - research, analyze and apply theoretical concepts in the field of design.

- Papers are to be written with one-inch margins, double-spaced text, page numbers and in 12-point font. Student name, title, date, instructor name, and assignment should be included on the cover page. Please cite all sources as per the Chicago Manual of Style, and list Bibliography on a separate page. Illustrations should be on separate pages with captions and credits. Before handing in your paper, staple the upper left-hand corner. Assignments must be handed in in hardcopy and online on Canvas.

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

University Policy S16-9,
Final Examination or Evaluation

The material covered on quizzes, midterm and the final exam will come from class lectures, discussions and readings from textbook and articles. In other words, it is extremely important attend lecture because information from lecture only (not found in the readings) will be considered “fair game” for test material.

*These evaluative assignments fulfill both GELO1 - translate visual perceptions into verbal and written communication; and GELO2 - write clearly, effectively, and critically using terminology appropriate to the field of design. The final examination is a blend of slide identifications, content-driven multiple choice questions, unknown identification and an essay question. There are no make-up quizzes/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.” University policy S17-1 (http://www.sjsu.edu/senate/docs/S17-1.pdf)

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

- In-class participation and activities (15%);
- Weekly Study questions (10%)
  - Two quizzes, 20 questions each. (10%);
  - Local design paper (10%); Midterm (15%);
- Group sustainability paper (20%);
- Final exam (30%)
  - Extra Credit (to be earned 1x only) by attending a Tuesday night Lecture which will be announced and posted on Canvas.

Assignment Format and Submission: The Course requires weekly written responses to Questions to be turned in on Canvas either in Discussion or as an individual submission as a pdf. Check Canvas for
instructions. Assignments will be introduced in class. Students should be prepared to utilize Canvas and should check all deadlines for weekly write-ups via Canvas. Written assignments, paper, and group project are to be turned in on time. Quizzes and exams will be completed in class. Group projects will consist of paper and presentation. **Letter grades will be determined by the following Evaluation Criteria and Grade Scale.**

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

- **Content-1** 20 points which answers, what does the design look like? Visual appearance, form and function? Is there a high level of specificity in description, defines main issues?
- **Content-2** Application of theory is worth 15 points.
- **Research (R)** worth 20 points.
- **Style (G)** (grammar and punctuation) worth 25 points.
- **Organization (O)** Is this paper organized in a logical way with introduction, support and conclusion, worth 20 points. **Specific grading criteria for all assignments are included in each Assignment.**

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

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

- **Content-1** 20 points which answers, what does the design look like? Visual appearance, form and function? Is there a high level of specificity in description, defines main issues?
- **Content-2** Application of theory is worth 15 points.
- **Research (R)** worth 20 points.
- **Style (G)** (grammar and punctuation) worth 25 points.
- **Organization (O)** Is this paper organized in a logical way with introduction, support and conclusion, worth 20 points. **Specific grading criteria for all assignments are included in each Assignment.**

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

**Numeric Grade Equivalents Scale:**

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93%+</td>
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<tr>
<td>A-</td>
<td>92% - 90%</td>
</tr>
<tr>
<td>B+</td>
<td>89% - 88%</td>
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<tr>
<td>B</td>
<td>87% - 83%</td>
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<tr>
<td>B-</td>
<td>82% - 80%</td>
</tr>
<tr>
<td>C+</td>
<td>79% - 78%</td>
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<tr>
<td>C</td>
<td>72% - 70%</td>
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<tr>
<td>C-</td>
<td>69% - 68%</td>
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<tr>
<td>D+</td>
<td>68% - 67%</td>
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<td>D</td>
<td>66% - 63%</td>
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<td>D-</td>
<td>62% - 60%</td>
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<td>F</td>
<td>below 60%</td>
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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 receive a grade with an explanation of the determination of their course grades.” See University Policy F13-1 at [http://www.sjsu.edu/senate/docs/F13-1.pdf](http://www.sjsu.edu/senate/docs/F13-1.pdf) for more details. More guidelines on grading information and class attendance can be found in the following two university policies:

Course Schedule - ARTH 72-04 - Spring 2019

Wk Tuesday Thursday

1 Not applicable. 1/24 - Introduction to ARTH72 Lectures, Readings, Course Mechanics. PART 1: Demand, Supply 1800. Ch. 1: *Royal Demand and Production*, State-owned Manufacture, Craftsmen, Porcelain, The Guilds, 1840.


1/31 - Slide/concepts.

3 2/5 - PART II: Expansion and Taste, 1801-1865. Ch. 3: *Growing Pains: Expanding Industry in the Century*, Industry Culture and Progress, New Material Processes, Beyond the Printed Page, Wallpaper and...
4 2/12 - Ch. 4: *Design, Society and Standards.*


2/14 - Local Design paper assigned.

Library research visit.

5 2/19 - PART III: Arts, Crafts, and Machines - Industrialization: Hopes and Fears (1866-1914) *Joy of Work.* Ruskin, Morris, the Arts & Crafts Movement and Socialism; Morris as Publisher; William Morris in Britain; The Arts and Crafts Movement in the US; Chicago and Frank Lloyd Wright.

**Questions for Week 5 due Monday.**

2/21 - Quiz on class material.

6 2/26 - Ch. 6: *The Equality of the Arts* - 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; Austria; Belgium; Munich; Scandinavia, Eastern Europe, and the Vernacular of Italy and Spain. **Questions for Week 6 due Monday.**

2/28 - TBA

Design and the Workplace, Germany; The American Manufacture and Fordism; Developments in Merchandising, Printing, and Advertising. **No questions.**

3/7 - Local Design paper due. Midterm review.

9 3/19 - Ch. 9: Modernism - Futurism, De Stijl, Constructivism, The Bauhaus, Design, Utopia, and Technology, Beyond the Bauhaus, The Printing Industry and the “New Typography”, Britain and Modern Design, Scandinavia and


4/2 - SPRING BREAK - No Class. 4/4 - SPRING BREAK


Ch. 11: Modernism After World War II: From Theory to Practice, Promoting Postwar Design: Art Direction and the New Advertising o Graphic Design and Technical Information, Scandinavia and Britain, Italy, Germany, The International

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15 5/7 - Ch. 16: Design in Context - An Act of Balance. Consumers; Reform and Social Responsibility; Design and Terror. Production Technology: Meanings of Modern Design and Softness Lifestyle; Politics, Technology, Media; Graphic Design in a Digital Age; Craft: the Process; Design and Continuity: Creativity, Respon Design Resilience. No questions. 5/9 - Exam Review Group paper due.

16 5/14 - Study Day - No Class 5/16 - No class

17 5/20 - Final Exam, MONDAY, 2:45 - 5:00PM Green book, please.
Syllabus: Design in Society

San José State University
Department of Art and Design
Art History 72.01: Design in Society
Spring Semester 2019

Instructor: Dr. Jan Newstrom Thompson
Office Location: Art Building 117
Telephone: (408) 924-4337
Email: ArtHist47@aol.com
Office Hours: Tuesday and Thursday: noon-12:30 p.m. and by appointment

Class Days/Time: Tuesday / Thursday 10:30-11:45 am

Classroom: Art Building 133
Prerequisites: None. This course meets Area C-1 requirement for Core GE and is a major requirement for design Students.

TEXTBOOK: David Raizman, History of Modern Design - 2 ed.

Additional Contact Information
* E-mail is generally the best method of contact during non-office hours.
* 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.

Course Web Materials
* ARTH 72 Course Website.
* Available at arth.sjsu.edu/courses, select Course Web Pages.
* Access through User: = arth - and Password: Valadon_
* The syllabus (aka “greensheet”) may be found at http://www.sjsu.edu/art/documents/greensheets
Course Description

This course considers the cultural role of design in addressing human needs in shaping the environment, in providing shelter, clothing, utilitarian objects, and transportation, in visual communication for political and entertainment purposes. It provides an historical introduction to major types of design in the Western world (often influenced by design and production methods in the Far East), with an emphasis on the foundations of modern design laid in the nineteenth century. It will consider the cultural role of design in finding creative solutions to useful objects, visual communications and built environments in a variety of social contexts. Works by designers from diverse cultures will be studied through social and aesthetic theories of designed objects and the roles that have played and continue to play in human societies.

Course Goals and Student Learning Objectives

This course is introductory and assumes no background in art or design history. This is a GE course, with three paper assignments totaling a minimum of 1500 words. [Courses to meet Areas R, S, and V of SJSU Studies must be taken from three different departments, or distinct academic units.]

The course seeks to provide students with an introduction to three basic foundations for studying the role of design in its social context: 1) a set of conceptual and visual tools for analyzing designed objects and their functions; 2) a critical overview of issues and problems faced by designers, manufacturers and consumers, especially in the modern era; and 3) a general understanding of the media, materials, modes of production and social relations through which various designs have historically emerged. Through textbook readings and lectures, students will learn to apply knowledge gained to the forms of the everyday designed environment. Note: As in any university course, ARTH 72 requires consistent student effort in order to achieve these learning goals. In other words, what you get out of the course will depend a great deal on what you put in.

Course Skill Learning Outcomes

Upon successful completion of this course, students will be able to:

LO1 - translate visual perceptions into verbal and written communication;
LO2 - write clearly, effectively, and critically using terminology appropriate to the field of design.
LO3 - recognize basic issues inherent to designed objects in general;
LO4 - interpret designed objects from multiple points of view;
LO5 - research, analyze and apply theoretical concepts in the field of design;
LO6 - interpret designed objects from multiple points of view;
Course Content Learning Outcomes
Upon successful completion of this course, students will have:

LO7 - 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;

LO8 - knowledge of the aesthetic qualities and functional processes that characterize works of the human intellect and imagination;

LO9 - knowledge of the issues related to and accomplishments of diverse cultures as reflected in examples of design;

LO10 - an understanding of how design is affected by its cultural and historical contexts;

LO11 - an understanding of basic themes and problems in design, particularly as these have emerged industrialized cultures of the past 250 years;

LO12 - experienced significant works of art in the classroom, and in performances or exhibitions.

Required Texts/Readings

Textbooks


Additional readings will be posted on the course website.

Classroom Conduct

Cell phones must be turned off during class time.

The use of Computers is not permitted.

Please take care of personal issues such as using the lavatory before class begins. It is extremely rude to interrupt the lecture and your fellow students’ concentration by exiting the room. Should you choose to leave during class time for frivolous reasons (answering your phone, for example), please DO NOT RE-ENTER the classroom. Surely you can invest one hour and fifteen minutes to focusing on what you’re paying good money for.
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<thead>
<tr>
<th>Topic</th>
<th>Course Introduction</th>
<th>Read Source</th>
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<tr>
<td>Topic 1</td>
<td>Course Introduction</td>
<td>Read Raizman, Introduction</td>
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<tr>
<td>Topic 2</td>
<td>Royal Demand &amp; Control of Production: French Baroque and Rococo</td>
<td>Read Railman - Chapter One</td>
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<tr>
<td>Topic 3</td>
<td>Entrepreneurial Efforts in Britain</td>
<td>Raizman, Chapter Two</td>
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<tr>
<td>Topic 4</td>
<td>Expanding Industry in early 19th century Britain</td>
<td>Raizman, Chapter Three</td>
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<tr>
<td>Topic 5</td>
<td>Industry Reform, Gothic Revival and International Expositions</td>
<td>Raizman, Chapter Four</td>
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<tr>
<td>Topic 6</td>
<td>Arts and Crafts in Britain</td>
<td>Raizman, Chapter Five</td>
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<tr>
<td>Topic 7</td>
<td>Arts and Crafts in America</td>
<td>Raizman, Chapter Five</td>
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<tr>
<td>Topic 8</td>
<td>Aesthetic Movement</td>
<td>Raizman, Chapter Six</td>
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<tr>
<td>Topic 9</td>
<td>Art Nouveau [Signs and Symbols]</td>
<td>Raizman, Chapter Six</td>
</tr>
<tr>
<td>Topic 10</td>
<td>Mechanization and Industry</td>
<td>Raizman, Chapter 7</td>
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<tr>
<td>Topic 11</td>
<td>Modernism: Design, Utopia, Technology</td>
<td>Raizman, Chapter 9</td>
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</tbody>
</table>
Students should be prepared to discuss all of the assigned readings for each class session. It is important to read the assigned material carefully and before every class.

Note that the class topics and dates may change during the course of the semester. Attending class daily will assure that you are informed of such fluctuations.

**Important Dates**

Test One - February 28 during class period

Test Two - March 26 during class period

Test Three - Thursday May 16, Room 133 at 9:45 a.m.

Tests are not cumulative. No make-ups for missed tests can be given.

**Class Participation**

Attendance and participation are essential to your success in this course as they represent your opportunity to apply what you have learned, to articulate your ideas clearly and effectively, to develop analytical and critical thinking about design, and to learn about additional perspectives on our topics of study.

**Important Note:** Group assignments and class activities require full participation of all group members. Documentation of legitimate participation is required for each member to receive the overall group grade, *e.g.*, timely submission of materials.

**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](http://info.sjsu.edu/static/catalog/policies.html) section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the [current academic calendar](http://www.sjsu.edu/academic_programs/calendars/academic_calendar/) web page located at [http://www.sjsu.edu/academic_programs/aars/policies/latedrops/policy/](http://www.sjsu.edu/academic_programs/aars/policies/latedrops/policy/). The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/policy/) is available at [http://www.sjsu.edu/aars/policies/latedrops/policy/](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](http://www.sjsu.edu/advising/).
Assignments and Grading Policy

A separate in-class handout will outline the topics and requirements for the writing assignments.

**Assignment Format and Submission:**

Type all assignments with one-inch margins on one side of 8 1/2 x 11” paper using a 12-point font.

Double-space, use page numbers on all pages, and put your name, title and assignment number at the top of the first page. Staple pages together at the upper left-hand corner and turn in at the end of class on the date due. Keep a back-up disk of all your work.

NO plastic sheet covers or binders.

Cite all outside sources in the text and list in a separate Work Cited page; papers lacking source information will be returned.

Place all illustrations with appropriate captions at the end of the paper.

Turn in only printed copies; no electronic copy submissions.

All papers must be original to this class (no "recycling"), meet all requirements of the assignment, and provide proper in-text source citations for all sources used (including textbook and Internet sources) for credit. **Late papers will not be accepted.**

Papers must be submitted with notes, drafts, sources, and materials documenting the contribution of each participant; students not submitting such work will receive a "0" in lieu of the group grade; and exceptions will be made only in cases of documented emergency (e.g. sudden hospitalization, death in the immediate family).

Examinations and Writing Assignments:

- The writing requirement for a GE course is a minimum of 1500 words (six pages).
- There will be three scheduled tests and three group papers (2 pages each). Group papers will be subject to peer review prior to submission, and all students are required to create an individual draft and document their participation in group activities to receive the overall group grade;
- Material covered on tests will be derived from class lectures and assigned readings from the course textbook,
- Test format consists of a combination of analysis of design works and image identification. Students are urged to remain current by taking effective lecture notes. It is recommended that students form study groups outside of class as this is a highly effective means of assimilating information into knowledge;
Group papers and individual drafts will require scholarly research as well as analytical and affective responses to works of design.

King Library Reference Librarians are an excellent resource for research information. See also the King Library Electronic "Articles & Databases" at <www.sjlibrary.org>.

Make-up exams cannot be given without prior instructor approval or a documented excuse such as a doctor's note. Missed exams and assignments will be given a grade of "0".

Note the time and date of Test 3. If you know that you will not be able to attend on the date of Test 3, do not register for the course!

Relative weight of course requirements:

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<th>Requirement</th>
<th>Weight</th>
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<td>Test One</td>
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<td>Test Two</td>
<td>25%</td>
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<tr>
<td>Test Three</td>
<td>25%</td>
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<tr>
<td>3 Group Papers</td>
<td>25%</td>
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Numeric grade equivalents:

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<th>Percentage</th>
<th>Grade</th>
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<tr>
<td>92-97</td>
<td>A</td>
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<td>89-91</td>
<td>A-</td>
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<td>85-88</td>
<td>B+</td>
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<td>80-84</td>
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<td>76-79</td>
<td>B-</td>
</tr>
<tr>
<td>72-75</td>
<td>C+</td>
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<tr>
<td>67-71</td>
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<td>60-66</td>
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<td>55-59</td>
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<td>50-54</td>
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<tr>
<td>below 50%</td>
<td>F</td>
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</table>

Please note: Incomplete grades are not given in this course.

This syllabus is subject to change, in the event of unforeseen circumstances, or in the case that changes will significantly enhance the quality of the course.
University Policies

Academic integrity

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University’s Academic Integrity policy, located at http://www.sjsu.edu/senate/S07-2.htm, 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 is available at http://www.sa.sjsu.edu/judicial_affairs/index.html.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Policy S07-2 requires approval of instructors.

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 requires that students with disabilities requesting accommodations must register with the Disability Resource Center (DRC) at http://www.drc.sjsu.edu/ to establish a record of their disability.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and 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.

Learning Assistance Resource Center

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. The Center's tutors are trained and nationally certified by the College Reading and Learning Association (CRLA). They provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group, individual, and drop-in tutoring are available. Please visit the LARC website for more information at http://www.sjsu.edu/larc/.
SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at http://www.sjsu.edu/writingcenter/about/staff/.
Course and Contact Information

Instructor: Dr. Molly Hankwitz
Office Location: Art Building 115
Telephone: (415) 283-7757
Email: molly.hankwitz@sjsu.edu
Office Hours: TR, 3 - 4pm
Class Days/Time: T, R (Tuesday/Thursday); 1:30-2:45 pm.
Classroom: Art Building 133
Prerequisites: This course meets Area C-1 requirement for Core GE and is a major requirement for Design students. Completion of 1A (or concurrent enrollment) is strongly recommended.

Units: 3

Additional Contact Information

* E-mail is generally the best method of contact during non-office hours. Canvas email or sjsu.edu email.
* Please allow 48-hours for an e-mail response.
* Emergency: 911  Campus Escort: 42222
* Individuals with disabilities may contact the Disability Resource Center (DRC), Administrative Building 110, 408/924-6000, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape and accommodations for physical accessibility.

• Syllabus can located here: http://www.sjsu.edu/art/documents/greensheets/.

Course Format - In person, Lecture and Activity. This course may require the use of the ARIS app available for both Apple or Android and will be used for a specific class assignment. Specific in-class assignments may be submitted through IClicker app also accessed via mobile for both Apple and Android.

Faculty Web Page
Course materials such as syllabus, lecture images, handouts, assignment instructions, review sheets, image lists and supplemental readings can be found on Canvas Learning Management System course login website at http://sjsu.instructure.com. Required readings not in your textbook can be found on Canvas
under Files or by link or via King Library Articles Databases at libguides.sjsu.edu/a-z or use your own student number and password to access and download readings. Please note that any supplemental study materials are posted within seven days after completion of related lectures. Useful images and information also appears on the Art History VRL website at arth.sjsu.edu. Finally, periodic reminders and updates will be sent through the Canvas course website. All students are responsible for regularly checking with the messaging system http://my.sjsu.edu/ or Canvas for any updates.

**Course Description**

This course provides a thematic and chronological introduction to major types of design around the globe from prehistory to the present. It will consider the cultural role of design in finding creative solutions to basic human needs such as shelter, clothing, useful objects, visual communications, transportation and built environments in a variety of social contexts. Works by designers from many diverse cultures will be studied within their historical and cultural context. Because cost of materials and amount of labor varies in producing different objects, even objects of the same type, issues of economic and social class will be introduced as they are critical to understanding designs. This area of “Design in Society” will address issues of sustainability in lectures and assignments.

**Course Goals**

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

**GE Learning Outcomes (GELO)**

Design in Society will enable students to:

- Learn the design characteristics of the examples studied. This will include an understanding of both of the aesthetics and processes particular to the cultures and the historical periods from which they come;
- Learn to respond to works of design both analytically and effectively in writing and in class discussion, and to take these skills into the world outside the classroom;
- Learn to recognize how significant works illuminate enduring human concerns by studying examples of designs that meet basic human needs in creative ways;
- Learn to do research in the area of design;
- Recognize issues related to and accomplishments of diverse cultures as reflected in examples of design;
- Develop an understanding of how design is affected by cultural and historical context; and
- Write clearly, effectively, and critically using terminology appropriate to the history of design.

Note: As in any university course, ARTH 72 does not give you these competencies, but creates an opportunity for you to work toward achieving them.

**Upon successful completion of this GE course, students will be able to:**

GELO1 - translate visual perceptions into verbal and written communication;
GELO2 - write clearly, effectively, and critically using terminology appropriate to the field of design.
GELO3 - recognize basic issues inherent to designed objects in general;
GELO4 - interpret designed objects from multiple points of view;
GELO5 - research, analyze and apply theoretical concepts in the field of design

**Course Learning Outcomes (CLO)**

Upon successful completion of this course, students will be able to:

CLO1 – Identify design characteristics of the examples studied. This will include an understanding both of the aesthetics of the objects and processes particular to the social contexts from which they come;

CLO2 - Demonstrate knowledge of the aesthetic qualities and functional processes that characterize design works of the human intellect and imagination;

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

CLO4 - Demonstrate understanding of how design is affected by its cultural and historical contexts;

CLO5 - Demonstrate understanding of basic themes and problems in design, particularly as these have emerged industrialized cultures of the past 250 years;

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

**Required Texts/Readings**

- **Supplemental Readings** - ARTH 72 non-textbook readings are available through our Canvas Course Page or through library databases. DAAI: Design and Applied Arts Index, or Art & Architecture Source. There are more listed in this libguide: [https://libguides.sjsu.edu/design](https://libguides.sjsu.edu/design).
- **Optional books/guides** that will help you 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 some assignment submissions. Others will be turned in at the start of class or submitted during class. It is essential that you use a computer (or potentially a mobile device) to submit assignments via Canvas. Please look for Canvas announcements and be sure to understand how to submit assignments on Canvas. A smartphone camera or digital camera may be useful when we visit interiors or architectural projects.

**Library Liaison - Gareth Scott**

email: gareth.scott@sjsu.edu  
phone: (408) 808-2094  
Dr. Martin Luther King, Jr. Library  
4th Floor Administration Offices  
Your Library liaison is an excellent resource for research information for our research-based assignments.

**Course Web Materials**

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

There will be in-class activity participation points, weekly questions/responses (250 words), two quizzes, two short papers, one individual, one group, a scheduled Midterm and a Final.

● The writing requirement for a GE course is a minimum of 1500 words (a total of six pages, doubled-spaced). For the first written assignment each student will submit an individual paper with required citation information (appropriate academic resources), images and bibliography. The paper will be given ample feedback from the Instructor. The aim of both papers is to advance students’ writing skills. These assignments fulfill the first portion of the GE course minimum of 1500 words.

● In-class activity points are given for student participation and include a variety of means to both advance and improve your overall grade throughout the semester, for instance on written work. These points will be based upon activities such as weekly questions/responses regarding fundamental readings, film/media assigned during the semester; field trips or other activities. Classroom behavioral expectations are part of this grade.

● Weekly responses to questions will be assigned each week after Lecture and are due by Friday via Canvas as a pdf. Weekly questions will be posted in Assignments. No paper version is necessary. The purpose of these questions is to ensure active engagement with the readings and as a study guide for quizzes, Midterm and Exam. Answers will be graded on a 10pt scale.

● The first written assignment on "local design" is a 2-3 page paper with illustration, requiring critical and comparative responses to various designs. Topics will be given. The assignment requires scholarly research. The King Library reference librarians are here to help you. See King Library Electronic “Articles and Databases.” A research visit will be included with the assignment.

● The second written assignment is a 3-5 page group paper and a 3-5 minute presentation. Each group will submit a paper with individual authors cited, and present research on the chosen topic. Students will receive individual grades on this project and a workflow for marks will be included in the assignment. This fulfills the second part of the GE 1500-word requirement. * Both written-assignments fulfill GELO3 - recognize basic issues inherent to designed objects in general; GELO4 - interpret designed objects from multiple points of view; and GELO5 - research, analyze and apply theoretical concepts in the field of design.

● Papers are to be written with one-inch margins, double-spaced text, page numbers and in 12-point font. Student name, title, date, instructor name, and assignment should be included on the cover page. Please cite all sources as per the Chicago Manual of Style, and list Bibliography on a separate page. Illustrations should be on separate pages with captions and credits. Before handing in your paper, staple the upper left-hand corner. Assignments must be handed in in hardcopy and online on Canvas.

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

University Policy S16-9,
Final Examination or Evaluation

The material covered on quizzes, midterm and the final exam will come from class lectures, discussions and readings from textbook and articles. In other words, it is extremely important attend lecture because information from lecture only (not found in the readings) will be considered “fair game” for test material. *These evaluative assignments fulfill both GELO1 - translate visual perceptions into verbal and written communication; and GELO2 - write clearly, effectively, and critically using terminology appropriate to the field of design. The final examination is a blend of slide identifications, content-driven multiple choice questions, unknown identification and an essay question. There are no make-up quizzes/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.” University policy S17-1 (http://www.sjsu.edu/senate/docs/S17-1.pdf)

Grading Information

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

- In-class participation and activities (15%);
- Weekly Study questions (10%)
- Two quizzes, 20 questions each. (10%);
- Local design paper (10%); Midterm (15%);
- Group sustainability paper (20%);
- Final exam (30%)
- Extra Credit (to be earned 1x only) by attending a Tuesday night Lecture which will be announced and posted on Canvas.

Assignment Format and Submission: The course requires weekly written assignments to be turned in on Canvas either in Discussion or as an individual Assignment submission as a pdf. Check Canvas for instructions. Assignments will be introduced in class. Students should be prepared to utilize Canvas and should check all deadlines for weekly write-ups via Canvas. All assignments must be turned in on time including written assignments and the group project. Quizzes and exams will be completed in class. Group projects will consist of paper and presentation.

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

Example of Paper Rubric: (also posted on Canvas) assesses the following areas by points:
- Content-1 20 points which answers, what does the design look like? Visual appearance, form and function? Is there a high level of specificity in description, defines main issues?
- Content–2 Application of theory is worth 15 points.
- Research (R) worth 20 points.
- Style (G) (grammar and punctuation) worth 25 points.
- Organization (O) Is this paper organized in a logical way with introduction, support and conclusion, worth 20 points.

Specific grading criteria for all assignments are included in each Assignment.
LATE WORK will not be accepted without a legitimate circumstance. Submission of a formal written Excuse to the Instructor is required for a legitimate absence. It is the student’s responsibility to communicate such absences to the Instructor in a timely manner and in order to receive credit for any work excused by Lecturer. A formal excuse for absence is required for all graded assignments, tests and papers missed in order to receive credit.

**Numeric Grade Equivalents Scale:**

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<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93% and over</td>
<td>A</td>
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<td>92% - 90%</td>
<td>A-</td>
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<tr>
<td>89% - 88%</td>
<td>B+</td>
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<tr>
<td>87% - 83%</td>
<td>B</td>
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<tr>
<td>82% - 80%</td>
<td>B-</td>
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<tr>
<td>79% - 78%</td>
<td>C+</td>
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<td>77% - 73%</td>
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<td>72% - 70%</td>
<td>C-</td>
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<td>69% - 68%</td>
<td>D+</td>
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<td>67% - 63%</td>
<td>D</td>
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<td>62% - 60%</td>
<td>D-</td>
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<tr>
<td>below 60%</td>
<td>F</td>
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*Please note:* Except in cases of documented emergencies, incomplete grades are not given in this course. “All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See University Policy F13-1 at [http://www.sjsu.edu/senate/docs/F13-1.pdf](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 Attendance and Participation policy F15-12.** [http://www.sjsu.edu/senate/docs/F15-12.pdf](http://www.sjsu.edu/senate/docs/F15-12.pdf)

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

**Department Advising**

For information about majors and minors in Art & Art History, for a change of major/minor forms and a list of advisors: [http://www.sjsu.edu/art/](http://www.sjsu.edu/art/) or the Art & Art History department office in ART 116, 408-924-4320, art@sjsu.edu

**Classroom Protocol** - Students are expected to be punctual for class and actively engaged during all class meetings. Cell phones, smart phones, or other devices that detract from full attention should be turned off or silenced. In addition, students are to treat each other and the Lecturer with respect.

**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/).”
# Course Schedule - Spring Semester 201

## ARTH 72-02: Design in Society

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<th>Wk</th>
<th>Tuesday</th>
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<tr>
<td>Week</td>
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<tr>
<td>5</td>
<td>2/19</td>
<td>Part III: Arts, Crafts, and Machines - Industrialization: Hopes and Fears (1866-1914) Ch. 5: <em>The Joy of Work</em>. Ruskin, Morris, the Arts &amp; 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. Reading questions due Monday, Week 6. Study for quiz.</td>
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<tr>
<td>6</td>
<td>2/26</td>
<td>Ch. 6: <em>The Equality of the Arts</em>. 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; Austria; Belgium; Munich; Scandinavia, Eastern Europe, and the Vernacular of Italy and Spain. Reading questions due Monday Week 7. No questions.</td>
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<tr>
<td>7</td>
<td>3/5</td>
<td>Ch. 7: Mechanization and Industry. Design and the Workplace, Germany; The American System of Manufacture and Fordism; Developments in Merchandising, Printing, and Advertising. Reading questions due Monday, Week 8.</td>
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<td>4/2</td>
<td>SPRING BREAK - No Class.</td>
<td>4/4 - SPRING BREAK No Class.</td>
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<td>Date</td>
<td>Section</td>
<td>Notes</td>
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Ch. 11: *Modernism After World War II: From Theory to Practice*. Promoting Postwar Design: Art Direction and the New Advertising o Graphic Design and Technical Information, Scandinavia and Britain, Italy, Germany, The International Graphic Style (Die Neue Grafik), Means and Ends, Japan, Design and Corporate Culture, Trademarks and Beyond. **Reading questions due Monday Week 12.** | 4/11 - Slides/concepts. |
| 4/16  | **Ch. 12: Design and Mass Appeal - A Culture of Consumption.** Detroit: Transportation as Symbol, Critics of Styling, Resorts and Luxury Housing: Suburbia, Domesticity, and Conformity, Beyond High and Low Art: Revisiting the Critique of Mass Culture. **Study for Quiz.** No questions due. | 4/18 - Quiz on class material. Slides/concepts. |
| 4/30  | **Ch. 15: Politics, Pluralism, and Postmodernism.** Design and Postmodernism, Postmodern Products, Pluralism and Resistance, Hi-Tech, The Expanding Definition and Role of Design. **Reading questions due Monday Week 15.** | 5/2 - Presentations. Slides/concepts. |
| 5/7   | **Ch. 16: Design in Context - An Act of Balance.** Consumers; Reform and Social Responsibility; Design, Safety, and Terror. Production Technology: Meanings of Miniaturization o Design and Softness Lifestyle; Politics, Technology, and the Media; Graphic Design in a Digital Age; Craft: the Persistence of Process; Design and Continuity: Creativity, Responsibility, and Design Resilience (Instructor’s Birthday!!) | 5/9 - Exam Review  
Group papers due. |
| 5/14  | **Study Week** | 5/16 - No class. |
| 5/17 Friday | **Final Examination - 12:15 to 2:30 pm.** Green book please. | |
San José State University

College of H & A/Department of Art and Art History
ARTH 72, Design in Society, Section 2, Fall 2018

Course and Contact Information

Instructor: Dr. Elizabeth Carroll Consavari

Office Location: Art 117

Telephone: (408) 924-4334

Email: elizabeth.consavari@sjsu.edu

Office Hours: Wednesdays 11:45AM-1:45PM (or by appointment)

Class Days/Time: (Mondays/Wednesdays 3:00-4:15PM)

Classroom: (Art 135)

GE/SJSU Studies: 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.

Category: 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.

Course Format: Face to Face (please see below)

This course may require the use of the ARIS app available for both Apple or Android and will be used for a specific class assignment. Specific in-class assignments may be submitted through IClicker app also accessed via mobile for both Apple and Android.

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus and lecture images can be found on my faculty course webpage at User Name is “arth” and “” is the password) while handouts, assignment instructions, review sheets, image lists and readings, etc. are on Canvas Learning Management System course login website at http://sjsu.instructure.com. Required readings not in your textbook appear on the SJSU Canvas site at https://sjsu.instructure.com; or via King Library Articles Databases at libguides.sjsu.edu/a-z or use your own student number and password to access and download readings. Please note that study materials are posted within seven days after completion of related lectures. Other useful information appears on the Art History VRL website at arth.sjsu.edu. Finally, periodic reminders and updates will be sent through Canvas accounts course website. You are responsible for regularly checking with the messaging system http://my.sjsu.edu/ or Canvas to learn of any updates.
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 Goals

This is a lecture class however discussion is often an important component of the classroom experience. This class requires a minimum of 1500 written words and the culminating project includes a presentation.

GE Learning Outcomes (GELO)

Design in Society will enable students to:

• Learn the design characteristics of the examples studied. This will include an understanding of both of the aesthetics and processes particular to the cultures and 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 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) (Required)

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

Textbook

Other Readings
ARTH 72 non-textbook readings are available through Canvas Course Page.

There are optional books that are recommended guides that will help you with writing. Strunk and White, The Elements of Style, Kate Turabian, A Manual for Writers and a good dictionary like Webster’s New World Dictionary.

Other technology requirements / equipment / material
We will use Canvas for some assignment submissions and for a portion of the group assignment components in addition to non-textbook readings. It is essential that you use a computer or mobile device to complete some class activities. Please watch announcements for when computers are needed for class work.

Library Liaison

Peggy Cabrera, email: peggy.cabrera@sjsu.edu
phone: (408) 808-2034

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

Peggy Cabrera, Associate Librarian, Liaison for Environmental Studies and Humanities, (on sabbatical) is our library liaison for the Sustainability Module (peggy.cabrera@sjsu.edu)
to an external site.)Links to an external site.). We will have a substituting librarian this semester. Both librarians are excellent resources for research information for your individual and group papers.

Course Requirements and Assignments

• There will be in-class activity points (to be earned at random selection), two quizzes, two papers, one scheduled midterm and a final

• The writing requirement for a GE course is a minimum of 1500 words (a total of six pages, doubled-spaced). For the first written assignment each student will submit an individual paper with required citation information (appropriate academic resources), images and bibliography which will be given ample feedback by the instructor. The aim of both papers is to advance the student's writing skills. This assignment fulfills the first part of the GE 1500-word

• The in-class activity points ensure your class participation. It will be based on activities like discussion questions/responses regarding fundamental readings, responses to film and media assigned during the semester. We don't know exactly when they are coming as they are "unplanned," but they will be worth a total of 10% of your final grade and can only be earned when you come to class. There will be five of these during the semester, I will drop the lowest score.

• The first written assignment on local design requires critical and comparative responses to local design works, thus the assignment will require scholarly research. King Library reference libraries are highly reliable resources for research. See King Library Electronic “Articles and Databases."

• The second written assignment is a group paper and presentation. Each group will submit a paper with individual authors cited, and present their research on the topic. Students will receive individual grades on this carefully documented project. This fulfills the second part of the GE 1500-word requirement. * Both written-assignments fulfill all three GE Learning Outcomes, 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

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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/](http://www.sjsu.edu/art/) or the Art & Art History department office in ART 116, 408-924-4320, art@sjsu.edu

### ARTH 72 / Design in Society, Fall 2018, Course Schedule, Section 2 (3-4:15PM)

The schedule is subject to change with fair notice and based on the progression of the course, subject to the Instructor’s discretion.

#### Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>W 8/22</td>
<td>Course Introduction: Course “Nuts and Bolts” to Thinking about Design and Cultural Ideas&lt;br&gt;Reading: This is in preparation for class scheduled on this day. Always check here for what is due for this lecture in this space!</td>
</tr>
<tr>
<td>2</td>
<td>W 8/29</td>
<td>Individual and Collaborative Approaches to Design: Louis XIV, 1700-1800&lt;br&gt;Reading DUE: Raizman, Chapter 1 17-22&lt;br&gt;*Please consult the Canvas for reading assignment updates-Begin reading Bourdieu for 9/5 class as homework.</td>
</tr>
<tr>
<td>3</td>
<td>M 9/3</td>
<td>LABOR DAY - CAMPUS CLOSED</td>
</tr>
<tr>
<td>3</td>
<td>W 9/5</td>
<td>Pierre Bourdieu and Taste to examine The Expanding Market and Entrepreneurialism in Britain and France:</td>
</tr>
<tr>
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<tr>
<td>4</td>
<td>M 9/10</td>
<td>Reading DUE: Raizman, Chapter 1 continued and possibly begin Chapter 2 (I)</td>
</tr>
<tr>
<td>4</td>
<td>W 9/12</td>
<td>The Expanding Market and Entrepreneurialism in Britain and France: Reading DUE: Raizman, Chapter 2 (II)</td>
</tr>
<tr>
<td>5</td>
<td>M 9/17</td>
<td>Reading DUE: Bronislaw Malinowski, Basic Needs and Cultural Responses, Review readings and images for following class</td>
</tr>
<tr>
<td>5</td>
<td>W 9/19</td>
<td>Quiz #1 (in class) and The Industrial Revolution Reading: in Raizman, Chapter 3</td>
</tr>
<tr>
<td>6</td>
<td>M 9/24</td>
<td>Aliza Elkin (library liaison) Explanation and Introduction of Paper Assignment #1 on Local Design</td>
</tr>
<tr>
<td>6</td>
<td>W 9/26</td>
<td>The Industrial Revolution, Advertising and the Interior Reading: Tomas Maldonado “The Idea of Comfort,” and Adrian Forty, “What is Home?” in Objects of Desire (Canvas)</td>
</tr>
<tr>
<td>6</td>
<td>W 9/26</td>
<td>Tastemakers and Design Invention Reading DUE: Finish Raizman, Chapter 4</td>
</tr>
<tr>
<td>7</td>
<td>M 10/1</td>
<td>Process and the Joy of Work: Arts and Crafts Movement in England and the US, Reading DUE: Raizman, Chapter 5</td>
</tr>
<tr>
<td>7</td>
<td>W 10/3</td>
<td>The Aesthetic Movement to Art Nouveau in Europe circa 1850-1900 Reading DUE: Raizman, Chapter 6</td>
</tr>
<tr>
<td>8</td>
<td>M 10/8</td>
<td>MIDTERM EXAM</td>
</tr>
<tr>
<td>8</td>
<td>W 10/10</td>
<td>What is Sustainability and Design? Reading DUE: Nathan Stegall, Design Issues (Canvas),</td>
</tr>
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| 9    | M 10/15 | King Library, MLK Visit Sustainability 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 (Self Tour as a class) 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.**  
| 9    | W 10/17 | Art Deco: Paris and Arte Moderne  
Reading DUE: Raizman, Chapter 8 |
| 10   | M 10/22 | Modernism, Design, Utopia and Technology (I) Futurism, DeStijl, (The Case of Eileen Grey: Gender and Modernism)  
Reading DUE: Raizman, FINISH Chapter 9 |
| 10   | W 10/24 | Modernism, Design, Utopia and Technology (II): A case study of Bauhaus meets Guatemalan Inspiration  
Reading DUE: Chapter 8, Walter Gropius, Bauhaus manifesto, (Canvas) |
| 11   | M 10/29 | Modernism, Design, Industry and Advertising in the USA (III)  
Industrial Design, Fordism and International Modernism  
Reading DUE: Women Designers 1900-2000, (Canvas) "Three Strikes Against Me: African American Women Designers." |
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| 11   | W 10/31| Design, Industry and Advertising in the USA Industrial Design, Standardization and a case of Interior Design in Japan  
Reading DUE: Raizman, Chapter 10 |
| 12   | M 11/5 | Modernism After World War II (I) INTRO ONLY  
Humanism and Modernism with Charles and Ray Eames, Design and Corporate Culture (II)  
Reading DUE: Raizman, Chapter 11 part 1  
You are invited to hear guest speaker: Caryn Fairlie, SJSU alumna (Interior Design) Director of A&D, Allsteel at 3PM Section |
| 12   | W 11/7 | QUIZ #2 Mexican Design as Influencer in Southern California: Innovations in the Interior; Production vs. Consumption, Charles and Ray Eames: American Modernism  
Reading DUE: Finish Raizman, Chapter 11, part 2 |
| 13   | M 11/12| VETERAN's DAY - CAMPUS CLOSED |
| 13   | W 11/14| From Gute Form to American Mass Appeal I: Corporate Design in Germany, the Hochschule, Dieter Rams/Braun and Swiss International Design  
Reading DUE: Chapter 11 part 3 |
| 14   | M 11/19| Design and Mass Appeal: From the Graphic Design of Swiss International to the 1990s  
Reading DUE: Raizman, Chapter 12 |
| 14   | W 11/21| THANKSGIVING HOLIDAY |
| 15   | M 11/26| Design and Mass Appeal: From the Graphic Design of Swiss International to the 1990s. (A case study of Alternative Latino Design explored)  
Sustainability Group Presentations (1 and 2) |
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| 15   | W 11/28 | Dimensions of Mass Culture in the late 20th century  
       |       | Sustainability Group Presentations (3 and 4) |
| 16   | M 12/3  | Dimensions of Mass Culture in the late 20th century (continued)  
       |       | Reading: Raizman Chapter 14  
       |       | Sustainability Group Presentations (5 and 6) |
| 16   | M 12/5  | Sustainability Group Presentations (7 and 8) and (9 and 10) |
| Last Day of Instructio n | M 12/10 | Final Paper due in class  
       |       | Course Conclusion |
| Final Exam | 12/14 | Venue and Time ART 135 at 12:15-2:30PM |
San José State University
College of H & A/Department of Art and Art History
ARTH 72, Design in Society, Section 4, Fall 2018

Course and Contact Information
Instructor: Dr. Elizabeth Carroll Consavari
Office Location: Art 117
Telephone: (408) 924-4334
Email: elizabeth.consavari@sjsu.edu

Office Hours: Wednesdays 11:45AM-1:45PM (or by appointment)
Class Days/Time: (Mondays/Wednesdays 4:30-5:45PM)
Classroom: (Art 135)

GE/SJSU Studies Category: 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.

Course Format: Face to Face (please see below)
This course may require the use of the ARIS app available for both Apple or Android and will be used for a specific class assignment. Specific in-class assignments may be submitted through IClicker app also accessed via mobile for both Apple and Android.

Faculty Web Page and MYSJSU Messaging
Course materials such as syllabus and lecture images can be found on my faculty course webpage at [User Name is “arth” and “” is the password] while handouts, assignment instructions, review sheets, image lists and readings, etc. are on Canvas Learning Management System course login website at [http://sjsu.instructure.com]. Required readings not in your textbook appear on the SJSU Canvas site at [https://sjsu.instructure.com]; or via King Library Articles Databases at [libguides.sjsu.edu/a-z] or use your own student number and password to access and download readings. Please note that study materials are posted within seven days after completion of related lectures. Other useful information appears on the Art History VRL website at [arth.sjsu.edu]. Finally, periodic reminders and updates will be sent through Canvas accounts course website. You are responsible for regularly checking with the messaging system [http://my.sjsu.edu/] or Canvas to learn of any updates.
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 Goals

This is a lecture class however discussion is often an important component of the classroom experience. This class requires a minimum of 1500 written words and the culminating project includes a presentation.

GE Learning Outcomes (GELO)

Design in Society will enable students to:

• Learn the design characteristics of the examples studied. This will include an understanding of both of the aesthetics and processes particular to the cultures and 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 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) (Required)

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

Textbook


Other Readings

ARTH 72 non-textbook readings are available through Canvas Course Page.

There are optional books that are recommended guides that will help you with writing, Strunk and White, The Elements of Style, Kate Turabian, A Manual for Writers and a good dictionary like Webster’s New World Dictionary.

Other technology requirements / equipment / material

We will use Canvas for some assignment submissions and for a portion of the group assignment components in addition to non-textbook readings. It is essential that you use a computer or mobile device to complete some class activities. Please watch announcements for when computers are needed for class work.

Library Liaison

Peggy Cabrera, email: peggy.cabrera@sjsu.edu
phone: (408) 808-2043

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

Peggy Cabrera, Associate Librarian, Liaison for Environmental Studies and Humanities, (on sabbatical) is our library liaison for the Sustainability Module (peggy.cabrera@sjsu.edu)
to an external site.)Links to an external site.). We will have a substituting librarian this semester. Both librarians are excellent resources for research information for your individual and group papers.

Course Requirements and Assignments

- There will be in-class activity points (to be earned at random selection), two quizzes, two papers, one scheduled midterm and a final

- The writing requirement for a GE course is a minimum of 1500 words (a total of six pages, doubled-spaced). For the first written assignment each student will submit an individual paper with required citation information (appropriate academic resources), images and bibliography which will be given ample feedback by the instructor. The aim of both papers is to advance the student's writing skills. This assignment fulfills the first part of the GE 1500-word

- The in-class activity points ensure your class participation. It will be based on activities like discussion questions/responses regarding fundamental readings, responses to film and media assigned during the semester. We don't know exactly when they are coming as they are "unplanned," but they will be worth a total of 10% of your final grade and can only be earned when you come to class. There will be five of these during the semester, I will drop the lowest score.

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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
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Reading: This is in preparation for class scheduled on this day. Always check here for what is due for this lecture in this space! |
Reading: DUE this day in David Raizman, Introduction “Thinking about Design,” |
| 2    | W 8/29 | Individual and Collaborative Approaches to Design: Louis XIV, 1700-1800  
Reading DUE: Raizman, Chapter 1 17-22  
*Please consult the Canvas for reading assignment updates-Begin reading Bourdieu for 9/5 class as homework. |
| 3    | M 9/3 | LABOR DAY- CAMPUS CLOSED |
| 3    | W 9/5 | Pierre Bourdieu and Taste to examine The Expanding Market and Entrepreneurialism in Britain and France:  
Reading DUE: Raizman, Chapter 1 continued and possibly begin Chapter 2 (I) |
<p>| 4    | M 9/10 | The Expanding Market and Entrepreneurialism in Britain and France: |</p>
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<td>W 10/31</td>
<td>Design, Industry and Advertising in the USA Industrial Design, Standardization and a case of Interior Design in Japan Reading DUE: Raizman, Chapter 10</td>
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<td>Modernism After World War II (I) INTRO ONLY</td>
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<td>13</td>
<td>M 11/12</td>
<td>VETERAN's DAY - CAMPUS CLOSED</td>
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<tr>
<td>13</td>
<td>W 11/14</td>
<td>From Gute Form to American Mass Appeal I: Corporate Design in Germany, the Hochschule, Dieter Rams/Braun and Swiss International Design. Reading DUE: Chapter 11 part 3</td>
</tr>
<tr>
<td>14</td>
<td>M 11/19</td>
<td>Design and Mass Appeal: From the Graphic Design of Swiss International to the 1990s. Reading DUE: Raizman, Chapter 12</td>
</tr>
<tr>
<td>14</td>
<td>W 11/21</td>
<td>THANKSGIVING HOLIDAY</td>
</tr>
<tr>
<td>15</td>
<td>M 11/26</td>
<td>Design and Mass Appeal: From the Graphic Design of Swiss International to the 1990s. (A case study of Alternative Latino Design explored) Sustainability Group Presentations (1 and 2)</td>
</tr>
<tr>
<td>15</td>
<td>W 11/28</td>
<td>Dimensions of Mass Culture in the late 20th century. Sustainability Group Presentations (3 and 4)</td>
</tr>
<tr>
<td>16</td>
<td>M 12/3</td>
<td>Dimensions of Mass Culture in the late 20th century (continued) Reading: Raizman Chapter 14 Sustainability Group Presentations (5 and 6)</td>
</tr>
<tr>
<td>16</td>
<td>M 12/5</td>
<td>Sustainability Group Presentations (7 and 8) and (9 and 10)</td>
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<tr>
<td>Last Day of</td>
<td>M 12/19</td>
<td>Final Paper due in class</td>
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<td>Course Conclusion</td>
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<tr>
<td>Final Exam</td>
<td>12/13</td>
<td>Venue and Time ART 135 at 2:45PM-5:00PM</td>
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</table>
San José State University

College of H & A/Department of Art and Art History
ARTH 72, Design in Society, Section 5, Fall 2018

Course and Contact Information
Instructor: Dr. Elizabeth Carroll Consavari
Office Location: Art 117
Telephone: (408) 924-4334
Email: elizabeth.consavari@sjsu.edu

Office Hours: Wednesdays 11:45AM-1:45PM (or by appointment)
Class Days/Time: (Mondays/Wednesdays 10:30AM-11:45AM)
Classroom: (Art 135)
GE/SJSU Studies: 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.

Course Format: Face to Face (please see below)

This course may require the use of the ARIS app available for both Apple or Android and will be used for a specific class assignment. Specific in-class assignments may be submitted through IClicker app also accessed via mobile for both Apple and Android.

Faculty Web Page and MYSJSU Messaging
Course materials such as syllabus and lecture images can be found on my faculty course webpage at User Name is “arth” and “arth” is the password while handouts, assignment instructions, review sheets, image lists and readings, etc. are on Canvas Leaning Management System course login website at http://sjsu.instructure.com. Required readings not in your textbook appear on the SJSU Canvas site at https://sjsu.instructure.com; or via King Library Articles Databases at libguides.sjsu.edu/a-z or use your own student number and password to access and download readings. Please note that study materials are posted within seven days after completion of related lectures. Other useful information appears on the Art History VRL website at arth.sjsu.edu.
Finally, periodic reminders and updates will be sent through Canvas accounts course website. You are responsible for regularly checking with the messaging system http://my.sjsu.edu/ or Canvas to learn of any updates.
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 Goals
This is a lecture class however discussion is often an important component of the classroom experience. This class requires a minimum of 1500 written words and the culminating project includes a presentation.

GE Learning Outcomes (GELO)
Design in Society will enable students to:

- Learn the design characteristics of the examples studied. This will include an understanding of both of the aesthetics and processes particular to the cultures and 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 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) (Required)

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

Textbook

Other Readings

ARTH 72 non-textbook readings are available through Canvas Course Page.

There are optional books that are recommended guides that will help you with writing. Strunk and White, The Elements of Style, Kate Turabian, A Manual for Writers and a good dictionary like Webster’s New World Dictionary.

Other technology requirements / equipment / material

We will use Canvas for some assignment submissions and for a portion of the group assignment components in addition to non-textbook readings. It is essential that you use a computer or mobile device to complete some class activities. Please watch announcements for when computers are needed for class work.

Library Liaison

Peggy Cabrera, email: peggy.cabrera@sjsu.edu
phone: (408) 808-2034

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

Peggy Cabrera, Associate Librarian, Liaison for Environmental Studies and Humanities, (on sabbatical) is our library liaison for the Sustainability Module (peggy.cabrera@sjsu.edu)
to an external site.) Links to an external site.) We will have a substituting librarian this semester. Both librarians are excellent resources for research information for your individual and group papers.

Course Requirements and Assignments

- There will be in-class activity points (to be earned at random selection), two quizzes, two papers, one scheduled midterm and a final

- The writing requirement for a GE course is a minimum of 1500 words (a total of six pages, doubled-spaced). For the first written assignment each student will submit an individual paper with required citation information (appropriate academic resources), images and bibliography which will be given ample feedback by the instructor. The aim of both papers is to advance the student’s writing skills. This assignment fulfills the first part of the GE 1500-word

- The in-class activity points ensure your class participation. It will be based on activities like discussion questions/responses regarding fundamental readings, responses to film and media assigned during the semester. We don’t know exactly when they are coming as they are "unplanned," but they will be worth a total of 10% of your final grade and can only be earned when you come to class. There will be five of these during the semester, I will drop the lowest score.

- The first written assignment on local design requires critical and comparative responses to local design works, thus the assignment will require scholarly research. King Library reference libraries are highly reliable resources for research. See King Library Electronic "Articles and Databases."

- The second written assignment is a group paper and presentation. Each group will submit a paper with individual authors cited, and present their research on the topic. Students will receive individual grades on this carefully documented project. This fulfills the second part of the GE 1500-word requirement. * Both written-assignments fulfill all three GE Learning Outcomes, 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

- The local design-and group sustainability papers are to be written with one-inch margins, double-spaced text, with page numbers and in 12-point font. Please put your name, title and assignment with a cover page. Please cite all sources in Chicago Manual Style, and list the Bibliography on a separate page. Illustrations should be on separate pages with Before handing in your paper, it should be stapled in the upper left-hand corner with a title page. Assignments must be handed in in hardcopy.

Extra Credit Opportunity - Attend a Tuesday night lecture TBD and write an analysis of one of the papers presented in the morning or afternoon sessions. Please see Canvas submission prompt for instruction.
The University Policy S16-9, Course Syllabi (http://www.sjsu.edu/senate/docs/S16-9.pdf) requires the following language to be included in the syllabus:

“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.”

Final Examination or Exam Evaluation

The material covered on quizzes, midterm and the final exam will come from class lectures, discussions and readings from textbook and articles. In other words, it is extremely important to attend lecture because information from lecture only (not found in the readings) will be considered “fair game” for test material. *These evaluative assignments fulfill both GELO1 - translate visual perceptions into verbal and written communication; and GELO2 - write clearly, effectively, and critically using terminology appropriate to the field of design.

The final examination is a blend of slide identifications, content-driven multiple choice questions, unknown identification and an essay question.

There are no make-up quizzes/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”.

Grading Information

Your letter grade in the course is determined by the weighted components: In-class participation activities (10%); two quizzes (10%); midterm (20%); local design paper (20%); group sustainability paper (20%); final exam (20%). All above provide an assessment of your course performance in the form of quizzes, short assignments, midterm exam, final exam and two papers totaling 1500 written words.

There will be one opportunity for Extra Credit to be earned by attending a Tuesday night lecture which will be announced and posted on Canvas. Watch Canvas for this submission prompt.

Example of Rubric, (also posted on Canvas) assesses the following areas by points: Content- 1 20 points which answers, what does the design look like? visual appearance, form and function? Is there a high level of specificity in description, defines main issues? Content– 2 Application of theory is worth 15 points. Research (R) worth 20 points. Style (G) (grammar and punctuation) worth 25 points. Organization (O) is this paper organized in a logical way with introduction, support and conclusion, worth 20 points.

Specific grading criteria for all assignments are included in each prompt found on the Canvas Course Page. Letter grades will be determined by the following grade scale. There are +/- grades as shown. More guidelines on grading information and class attendance can be found from the following two university policies:
Determination of Grades

Your letter grade in the course is determined by the weighted components: In-class participation activities (10%); two quizzes (10%); midterm (20%); local design paper (20%); group sustainability paper (20%); final exam (20%). All above provide an assessment of your course performance in the form of quizzes, short assignments, midterm exam, final exam and two papers totaling 1500 written words.

Specific grading criteria for all assignments are included in each prompt found on the Canvas Course Page. Letter grades will be determined by the following grade scale. There are +/- grades as shown.

Each written assignment has a grading rubric for assessment and will be posted on Canvas. The rubric explains the differing areas of content and style assessed in your paper, and shows the point breakdown for earning your score.

An automatic deduction of 10 points will be assessed for late papers up until one week after the deadline. (Papers received one day after the deadline are docked 10 points automatically up until the one-week deadline. Please note this is discouraged and not the ideal scenario. Consult with instructor before you make this decision on your own.) Papers not received after one week will receive a grade of “0”. If you fail to cite paraphrased or quoted information, the paper will be returned to you for revision.

Exams must be rescheduled BEFORE the test date or the instructor 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.

Grading Information for GE/100W (if applicable)

This course must be passed with a C or better as an SJSU graduation requirement.

A+ = 100-97%   A = 96-93%   A- = 92-90%
B+ = 89-87%   B = 86-83%   B- = 82-80%
C+ = 79-77%   C = 76-73%   C- = 72-70%
D+ = 69-67%  D = 66-63%  D- = 62-60%

F = 59-0%

Classroom Protocol

Please arrive on time to take your seat before class starts. If you are late, please enter quietly so as to not disturb other students or myself. Once you arrive you MUST stay for the duration out of consideration for your colleagues and instructor. It is highly disruptive to get up and walk out of the classroom for all concerned. Please make sure phone calls, water breaks, and the like happen BEFORE or AFTER class. It is extremely disruptive for all classroom participants.

Attendance is vital to the successful completion of this course: a great deal of the material covered in class is not in the texts. If you are ill, please check the schedule on Canvas and talk with other students to make sure you get the material you have missed. I will not give any makeup for activities or exams; nor are any assignments accepted late. Please plan accordingly. Discussion will also be a component of this class and will focus on projected images and media, not all of these resources will be accessible in the texts. Also part of your job as a student is to get to know your instructor! Please come to office hours or email me.

*Laptops are NOT allowed for note taking in the classroom unless you have a compelling reason. Please respect your classmates by turning off your cell phone, tablets and laptops before you come to class. If you feel you must take notes on the laptop, come see me to sign a special agreement. (I will require that your class notes be sent to me at random request after class lecture, no exceptions.) You are also required to sit at the front of the classroom.

Otherwise, If you are found engaged in non-school business on your device, you will be asked to leave the classroom.

Points can also be deducted for improper classroom behavior. For each time I find you texting during class, and you do not comply, you will have an automatic 5 points taken off of your final grade.

University Policies

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The schedule is subject to change with fair notice and based on the progression of the course, subject to the Instructor’s discretion.

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Reading DUE: Finish Raizman Chapter 5; [Mitchell Thomashow, The Nine Elements of a Sustainable Campus, Chapter 9, “Aesthetics,” 2014](#)

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Reading DUE: Raizman, FINISH Chapter 9 |
| 10   | W 10/24 | Modernism, Design, Utopia and Technology (II): A case study of Bauhaus meets Guatemalan Inspiration  
Reading DUE: Chapter 8, Walter Gropius, Bauhaus manifesto, (Canvas) |
| 11   | M 10/29 | Modernism, Design, Industry and Advertising in the USA (III)  
Industrial Design, Fordism and International Modernism  
| 11   | W 10/31 | Design, Industry and Advertising in the USA Industrial Design, Standardization and a case of Interior Design in Japan  
Reading DUE: Raizman, Chapter 10 |
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<td>W 11/7</td>
<td>Humanism and Modernism with Charles and Ray Eames, Design and Corporate Culture (II)</td>
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<td>Reading DUE: Raizman, Chapter 11 part 1</td>
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<td>You are invited to hear guest speaker: Caryn Fairlie, SJSU alumna (Interior Design) Director of A&amp;D, Allsteel at 3PM Section</td>
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<td></td>
<td>W 11/14</td>
<td>QUIZ #2 Mexican Design as Influencer in Southern California: Innovations in the Interior; Production vs. Consumption, Charles and Ray Eames: American Modernism</td>
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<td>Reading DUE: Finish Raizman, Chapter 11, part 2</td>
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<td>13</td>
<td>M 11/12</td>
<td>VETERAN’s DAY - CAMPUS CLOSED</td>
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<td>13</td>
<td>W 11/14</td>
<td>From Gute Form to American Mass Appeal I: Corporate Design in Germany, the Hochschule, Dieter Rams/Braun and Swiss International Design</td>
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<td>Reading DUE: Chapter 11 part 3</td>
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<td>14</td>
<td>M 11/19</td>
<td>Design and Mass Appeal: From the Graphic Design of Swiss International to the 1990s</td>
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<td>Reading DUE: Raizman, Chapter 12</td>
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<td>14</td>
<td>W 11/21</td>
<td>THANKSGIVING HOLIDAY</td>
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<td>15</td>
<td>M 11/26</td>
<td>Design and Mass Appeal: From the Graphic Design of Swiss International to the 1990s. (A case study of Alternative Latino Design explored)</td>
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<td>Sustainability Group Presentations (1 and 2)</td>
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<td>15</td>
<td>W 11/28</td>
<td>Dimensions of Mass Culture in the late 20th century</td>
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<td>Sustainability Group Presentations (3 and 4)</td>
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<td>16</td>
<td>M 12/3</td>
<td>Dimensions of Mass Culture in the late 20th century (continued)</td>
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<td>Reading: Raizman Chapter 14</td>
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<td>Sustainability Group Presentations (5 and 6)</td>
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<td>16</td>
<td>M 12/25</td>
<td>Sustainability Group Presentations (7 and 8) and (9 and 10)</td>
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<td>M 12/18</td>
<td>Final Paper due in class</td>
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<td>Course Conclusion</td>
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ARTH 72, Design in Society, Fall 2018
Department of Art and Art History
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
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<tr>
<td>Instruction</td>
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<td>Final Exam</td>
<td>12/18</td>
<td>Venue and Time ART 135 at 9:45AM-12PM</td>
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