

University of Arkansas - Fort Smith
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General Syllabus

AHIS 38603 History of Graphic Design

Credit Hours: 3

Lecture Hours: 3

Laboratory: 0

Prerequisite(s): Sophomore standing or consent of instructor.

Effective Catalog: 2019-2020

I. Course Information

A. Catalog Description

Designed to help students develop an intelligent appreciation of design and art movements that have affected graphic design from the invention of writing to the present.

B. Additional Information

II. Student Learning Outcomes

A. Subject Matter

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

1. Appraise the development of written communication, including systems before the advent of writing, alphabets, illuminated manuscripts, and typography.
2. Evaluate how the movements, designers, and artists have shaped the history of graphic design.
3. Differentiate current trends in design and historical influences on these trends.
4. Explain how technological shifts have shaped the development of graphic design.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills**Critical Thinking**

Students research, evaluate and compare information through assigned readings and the writing of research papers. Students assess and justify their analysis of various design and visual communication problems that designers historically faced through the writing of research papers and in-class discussions.

Communication Skills (written and oral)

Students will demonstrate a critical evaluation of written/visual information or speaker's message through group discussions and written exams. They will research for further clarification and additional knowledge and demonstrate a relationship between prior knowledge and outside resources and information from written/visual sources and speaker's message through the completion of a research paper.

Global and Cultural Perspectives

Students will differentiate visual art and design from different cultures in the world.

Ethical Decision Making

Students will model ethical-decision making processes. Students will be introduced to ethical issues in art and design history, including origination of design work, artist collaboration and authorship, and differences between inspiration, appropriation, and copyright infringement.

III. Major Course Topics

- A. The visual message from before the development of the written word through the Middle Ages
- B. The origins of European typography and design for printing
- C. The impact of industrial technology upon visual communications
- D. Graphic design in the first half of the twentieth century
- E. Graphic design in the global village