

COURSE OUTLINE

Week 1 – January 27

Introduction to the History of Graphic Design

What is Graphic Design History?
Overview of class structure, grading system

READING ASSIGNMENT

A History of Graphic Design:
The Invention of Writing *pp.* 4–16
The Asian Contribution *pp.* 17–26
Alphabets *pp.* 27–38
Illuminated Manuscripts *pp.* 39–54

Week 2 – February 3

Evolution of Writing

Structure and evolution of the major alphabets

READING ASSIGNMENT

A History of Graphic Design:
Printing Comes to Europe *pp.* 58–70
The German Illustrated Book *pp.* 71–85

Week 3 – February 10

The Development of Typography and the Printed Book

Development of roman and italic type

READING ASSIGNMENT

A History of Graphic Design:
Renaissance Graphic Design *pp.* 86–107
An Epoch of Typographic Genius *pp.* 108–121

Week 4 – February 17

Changes in Technology of Printing; Photography; The Rise of Advertising

Development of display type

READING ASSIGNMENT

A History of Graphic Design:
Typography for an Industrial Age *pp.* 126–134
Photography, the New Communications Tool *pp.* 135–144
Popular Graphics of the Victorian Era *pp.* 145–161

Week 5 – February 24

Arts & Crafts Movement; Revivalism; The Roots of Professionalization

William Morris; Rudolf Koch; Edward Johnston

READING ASSIGNMENT

A History of Graphic Design:

The Arts and Crafts Movement *pp.* 162–178

Optional Reading (handout):

“The Crystal Goblet or Printing Should Be Invisible” by Beatrice Warde

≡ TERM PAPER : Topic Due

Week 6 – March 3

Art Nouveau

William Morris; Rudolf Koch; Edward Johnston

READING ASSIGNMENT

A History of Graphic Design:

Ukiyo-e and Art Nouveau *pp.* 179–205

|| TEST #1 (*take home and open book*)

Will cover up to p. 205 in *A History of Graphic Design* and related lecture material

Week 7 – March 10

Art Nouveau

Vienna Secession

READING ASSIGNMENT

A History of Graphic Design:

The Genesis of Twentieth-Century Design *pp.* 210–230

Week 8 – March 17

From Commercial Art to Graphic Design

Lucian Bernhard; Peter Behrens

READING ASSIGNMENT

A History of Graphic Design:

Pictorial Modernism *pp.* 249–261

≡ TERM PAPER : Synopsis Due

Week 9 – March 31

Propaganda; Avant Garde

El Lissitzky; Alexander Rodchenko; Piet Zwart; Ladislav Sutnar

READING ASSIGNMENT

A History of Graphic Design:

The Influence of Modern Art *pp.* 210–230

Week 10 – April 7

Design and Politics

Jan Tschichold; Herbert Bayer; Bauhaus

READING ASSIGNMENT

A History of Graphic Design:

A New Language of Form *pp.* 262–277

The Bauhaus and the New Typography *pp.* 278–299

Optional Reading (handout)

“Towards a Universal Type” by Herbert Bayer

Week 11 – April 14

Commercial Art

A.M. Cassandre; W.A. Dwiggins; Lester Beall

READING ASSIGNMENT

A History of Graphic Design:

The Modern Movement in America *pp.* 300–315

Week 12 – April 21

Globalization; The Beginning of Specialization

Max Bill; Josef Müller-Brockmann

READING ASSIGNMENT

A History of Graphic Design:

The International Typographic Style *pp.* 320–336

Corporate Identity and Visual Systems *pp.* 363–389

Week 13 – May 5

American Expressionism; Advertising

Paul Rand; Herb Lubalin; George Salter

READING ASSIGNMENT

A History of Graphic Design:
The New York School pp. 337–362

TEST #2

Will cover pp. 210–362 in *A History of Graphic Design* and related lecture material

Week 14 – May 12

Post modernism

Massin; Grapus; Dumber; Wim Crouwel; Wolfgang Weingart

READING ASSIGNMENT

A History of Graphic Design:
The Conceptual Image pp. 390–413
National Visions within a Global Dialogue pp. 414–431
Postmodern Design pp. 432–454

Week 15 – May 19

Digital Age

David Carson; Emigre; Type Design

READING ASSIGNMENT

A History of Graphic Design:
The Digital Revolution pp. 455–474