

IDES 142

Survey and Principles of Design II

Spring Term 2014 » 3 credits » No prerequisites » Instructor:

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 15 weeks.

Recommended Texts

Meggs, Philip B. *A History of Graphic Design*, 5th ed. New York: John Wiley, 2012.

Bergstrom, Bo. *Essentials of Visual Communication*. UK: Laurence King Publishing, 2008.

Eskilson, Stephen, J. *Graphic Design: A New History*, 2nd ed. Yale University Press, 2012.

Recommended Videos (available in library)

Art & Copy (2009).
Documentary.

Milton Glaser: To Inform and Delight (2008).
Documentary.

COURSE DESCRIPTION

This course examines graphic design and typography from the mid-20th century to the present day through an integration of history, theory and practice. Students are introduced to modernist, postmodernist, and information age movements as an aesthetic and philosophical basis of modern graphic design and advertising. Applied projects, including the integration of concept with design principles, are integral to the course.

COURSE STUDENT LEARNING OUTCOMES

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

- describe how social, economic, and political conditions from post-WWII to the present day have contributed to graphic design, typography, and advertising;
- identify and reflect on key movements and designers and their influence on the graphic design and advertising industry;
- demonstrate design principles by applying modernist and postmodernist methodology and typography in design projects; and
- combine theory, skills, and historical knowledge to visually communicate concepts in design projects.

IDES 142

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Weekly Schedule

WEEK 1

Swiss style and the International Typographic Style.
Post-war design, corporate identity, new typography, and grids.
Mid-century typography: sans serif typefaces.
The spread of the Swiss style to the Netherlands, England, and Germany.
Principles of design: applying the International Style; using grids and sans serif typefaces.
Project 1 assigned: international style applied. Due week 3.

WEEK 2

The modern movement and the International Style in America.
Container Corporation of America (CCA) and the Bauhaus masters in American universities.
Principles of design: the emergence of social responsibility.

WEEK 3

Project 1 due.
The New York School: an editorial design and advertising revolution.
Westvaco Inspirations and American innovators.
American typographic expressionism in editorial design.
New advertising.
Principles of design: expressionism in typography.
Project 2 assigned: typographic expressionism applied. Due week 6.

WEEK 4

Corporate identity and visual symbols.
Olivetti, CBS, IBM, MTV, and the International Paper Company.
Information design, wayfinding, and design systems for the Olympics.
Principles of design: Pictograms – style, mediums, and audience.

WEEK 5

The design of dissent.
American civil rights, free speech, the beatniks, black arts, women's liberation, hippies, sexual revolution, pirate radio, war, and the environmental movement.
The psychedelic aesthetic, protest posters, rock graphics, and new tools.
Principles of design: the return of expressionism in design.

WEEK 6

Project 2 due.
The conceptual image.
Polish posters, American conceptual images, European visual posters, and third-world posters (Latin America, Cuba, Asia, and Africa).
Pop Art, Push Pin Studios, and Pentagram.
Principles of design: Generating design solutions – metaphors, analogies, parodies, puns, and zeitgeist.
Project 3 assigned: solving problems. Due week 10.

IDES 142

Survey and Principles of Design II

Weekly Schedule continued

WEEK 7

Modern vs. postmodern typographic expression: Contemporary typography (50s – 90s).
Principles of typography: the digital type foundry and the evolution of screen typography.

WEEK 8

Postmodern design: new wave, retro, and vernacular design.
Deconstruction and reaction to modernism.
Supergraphics.
The Memphis and San Francisco schools.
Principles of design: breaking rules.

WEEK 9

The digital revolution in the 80s: Apple, World Wide Web, and dynamic media.
The evolution of information design: Edward Tufte, David McCandless, Richard Saul Wurman and Ted Talks.

WEEK 10

Project 3 due.
National styles and international influence.
Global dialogue: UK, Japan, Netherlands, China, and the Middle East.
Project 4 assigned: the digital aesthetic. Due week 14.

WEEK 11

Canadian design.
The inception of the Society of the Graphic Designers of Canada (GDC).
GDC Fellows and their contribution to Canadian design.
Corporate identity in Canada and Canadian typographers.
In-class research project.
Principles of design: design systems and corporate typefaces.

WEEK 12

Canadian innovators: Bruce Mau, Marion Bantjes, Douglas Coupland, David Berman, Roger Martin, Carl Dair, Robert Bringhurst, and Clement Mok.

WEEK 13

Contemporary graphic design (90s to present day).
“Grunge” design, eclectic experiments, conceptual design, counterculture, graphic novels, street art, and the digital aesthetic.

IDES 142

Survey and Principles of Design II

Weekly Schedule continued

WEEK 14

Project 4 due.
 The future of design and typography.
 Design it yourself.
 The citizen designer.
 Interactive and social media, and letterpress revival.

WEEK 15

Review and Quiz.

EVALUATION PROFILE

Project 1	10%
Project 2	15%
Project 3	25%
Project 4	25%
Quiz	10%
Participation	15%
Term total	100%

GRADING PROFILE

<i>Excellent</i> A+ 90-100 A 85-89 A- 80-84
<i>Good</i> B+ 77-79 B 73-76 B- 70-72
<i>Satisfactory</i> C+ 67-69 C 63-66 C- 60-62
<i>Minimal Pass</i> D 50-59
<i>Fail</i> F 0-49

Learning Outcomes and Operational Details

Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.
- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.
- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.
- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.
- Enter the field as visual communication professionals.
- Apply visual communication expertise for societal and environmental benefit.
- Work collaboratively with other disciplines in business, industry, and the broader community.
- Recognize the importance of life-long learning and responsiveness to change.

ATTENDANCE /PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

PUNCTUALITY /PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

MISSED EXAMS AND QUIZZES

Missed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

CHEATING /PLAGIARISM

Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

INCOMPLETE GRADES

An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

CONTINUATION IN THE PROGRAM

Students must maintain a 2.67 (B-) term GPA in IDES/DSGN courses to continue in the program. Students who fail an IDES/DSGN course will not be permitted to register for IDES/DSGN courses in the following term and may be required to withdraw from the program.

ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

COMPUTER COURSE REQUIREMENTS /POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and procedures. Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.