

## ART 175 Design History

Joseph Hoh

Office: Young 100

Voice mail: 370-3456

E-mail: hoh@camosun.bc.ca

Office hours: Tuesdays and Thursdays 1- 3 p.m.

### *Course Description and Objectives*

A survey of the history of western design and material culture from the industrial revolution to the present, including the development of graphic design, architecture, interiors, functional and decorative objects, furniture design, product design and art. Key movements, figures and works will be examined in relevant historical and cultural contexts.

Students would have a strong understanding of the design history timeline and the related social and technological changes that accompany the evolution of design.

### *Course Mechanics*

**Evaluation:** (includes learning activities, assignments and evaluation methods/systems)

Each student will be expected to complete the assignments set by the instructor, and to follow directives that illustrates increased skill and understanding as the course progresses. Students must submit their work within the predetermined time limitations to be considered for evaluation and are required to attend and contribute at group discussions. Class attendance and participation is essential.

### **Exams and Assignments**

Midterm and final examinations are based on a combination of lecture notes and material from assigned readings. The format of the exams can include definitions, diagrams, and/or short answer questions; slide identifications with specific questions; essay length questions.

If you miss an exam due to illness or extenuating circumstances, notify the instructor immediately (voice mail and e-mail are acceptable). Written medical certification must be produced within three days of the missed exam before alternate testing will be arranged; otherwise a grade of 0 will be issued for that exam. The make up exam will then be scheduled as quickly as possible within a week. Make up exams are completely essay based and usually consist of four different essays, each approximately eight to ten paragraphs long; the questions may or may not reflect the reviews done in class.

There are three components that constitute the material for the final grade.

1. A research essay (25%)
2. A mid-term examination (30%), and a final examination (30%)
3. A series of small research assignments (15%)

### **Essay**

This is an academic exploration of a design history topic or a specific piece of design. You are encouraged to create your own essay topic based on your interests or on a piece of design (including fashion and architecture). If you are unable to generate your own topic you may certainly discuss this with me. The essay topics *must* fall within the cultures and time periods we cover in this course.

**All topics and art projects must be approved before commencing your research and art making. Give me in writing a synopsis of what you hope to do on the Assignment Cover Sheet. Include this same Assignment Cover Sheet with your submitted essay.**

Research and write a 2000-2500 word essay. Use one-half line spacing with a clear *serif* typeface in 10 or 11 point (this typeface is Garamond, in use since the 16<sup>th</sup> century. It is a superior typeface when you compare it to Times New Roman). I will not mark hand written papers. Do not forget to include your name, and staple your essay pages together.

### ***Essay expectations***

- The essay must contextualize your topic within the society/culture that created the art. For example: if you wish to discuss the geometric qualities of Frank Lloyd Wright's high back chairs, your essay would examine the context behind Wright's design: his design philosophy and its relation to industrial technology and his clients as well as examining a specific piece. You would describe the piece, analyze and discuss from various points-of-view how these affect his design; and how viewer would interpret the piece (*more information would be available in a handout*).
- Your topic is well researched and information comes from a variety of strong academic sources. Do not use web information unless it is from an official site. It is very likely that you will also use the public library, the UVic main (McPherson) library in addition to the College library.
- The topic is discussed and presented in a logical, coherent, and clear manner (*see essay structure on page six*).
- The essay must use the proper format for a research paper. This is the "packaging and presentation" of your essay (*see above*).
- Source material must be cited. Use footnotes. There must be a bibliography at the end of the essay. Essays without footnotes and a bibliography will receive a failing grade. Not citing your sources in your essays is a form of plagiarism and therefore cannot receive a passing grade. Consult your style manual about when and how to cite your sources if you are unsure.
- You are highly encouraged to use a tutor or editor to proof and edit your paper. Resources are available at the Learning Skills Centre.
- Essays must be given to me in person. Remember that I am not always around in the office, so make all effort to hand in papers during assigned times.
- Late essays will be penalized 3% per weekday from the essay grade. Assignments will not be accepted after seven days from the due date unless prior arrangements have been made. I mark early essays first.

### ***Assigning Essay Grades***

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A+ 95-100%	A paper of this level displays a mastery of the information and the theoretical context in which it is presented. It contains original thought expressed fluently and written with a style distinguished by its freshness and clarity. The argument/idea is sound, substantive, organized, introduces other points of views and uses proper sources effectively. One is impressed by the author's contribution to the understanding of the topic and where the subject is going.
A 90-94	
A- 85-89	

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B+ 80-84	The author demonstrates a substantial knowledge of the information and theoretical knowledge of the information and theoretical concepts associated with the subject. The paper is well written and presented with no serious flaws, a good use of sources and a clear thesis. The argument is above average in organization and analysis and brings in points to support the thesis. There is an awareness of different points of view. The conclusion is sound but not original. Generally, the paper is competent but not extraordinary.
B 75-79	
B- 70-74	

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C+ 65-69	The author demonstrates an acceptable grasp of the material and awareness of the sources and general theory. The organization is logical and the style follows proper form, although
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C	60-64	there might be lapses in each aspect. The paper would best be described as descriptive because it lacks any substantial analysis, and demonstrates a modest ability to work with the material critically. One senses the author does not fully understand the issues of the subject because ideas are shallow, undeveloped, and tend to stray from the subject.
D	50-59	The author shows a familiarity with the subject, but not an understanding of it. He or she lacks the writing or communication skill to intelligibly relate what knowledge has been comprehended. The paper is disorganized, lacks structure, and the ideas are underdeveloped. There is no evidence of substantial thought.
E	<50	The author is without any writing skill. Grammar and spelling errors dominate and disguise the lack of organization. The ideas are unrelated to the subject and reveal a complete misunderstanding of the task.
F		

## Assignments

Small research topics are assigned bi-weekly. Each assignment is potentially worth 2-3% of your term mark. You will need to have these **typed** and ready to hand beginning of class. These assignments are small and do require some research but they are designed to help you make connections to society, politics, etc.; and again you will have to cite sources. No late assignment will be accepted without a doctor's note.

In these research topics I am looking for kernels of insight or connections that you may see regarding the society/culture that we would be covering in that particular week. For example: in 1897 Gustave Klimt becomes the first leader of the *Sezessionstil*. Rejecting traditional guilds and conservatism, the *Sezessionstil* usher into Austria a progressive mentality that embraces industrialization and champions art as social engineering. Elsewhere in England, J.J Thompson discovers the electron but Lord Kelvin announces boldly that "radio has no future." ...etc.

Another type of assignment requires you to visit a furniture store to look at a particular piece of furniture, and, do a review of that furniture piece based on what you learn in class. An assignment handout will be given with specifics later.

## Required Texts and References

***A History of Graphic Design*** 2<sup>nd</sup> ed., Phillip B Meggs

A writer's style manual like Diana Hacker's ***A Canadian Pocket Style Manual***

Some of these texts are held at the Lansdowne Library as 24 hours Reserved Reading material:

- *Art Nouveau* by Stephen Escritt. Interurban N 6465 A7 E737 2000
- Bauhaus, 1919-1928, Walter Gropius: N 332 G33 B357 1938
- *Design of the 20th century*, Charlotte Fiell Interurban NK 1390 F475 2001
- *Dictionary of Art*, Jane Turner, ed. The essential reference for art history in the reference section. This is a logical place to start looking for information for your research. Reference
- *1000 Chairs*, Charlotte & Peter Fiell: NK 2715 F47 1997
- *Design History: A Students' Handbook*, edited by Hazel Conway: NK 1510 D473 1987
- *Designer's Guide To Furniture Styles*, Treena Crochet: NK 2235 C76
- *Dictionary Of 20<sup>th</sup>-Century Design*, John Pile: Reference NK 1390 P53 1994
- *Frank Lloyd Wright: The Masterworks*, Bruce Pfeiffer: NA 737 W7 F72 1993
- *Furniture: A Concise History*, Edward Lucie-Smith: NK 2270 L82 1979
- *A history of design from the Victorian era to the present...*, Ann Ferebee: NK 1370 F47
- *A History Of Graphic Design*, 2<sup>nd</sup> ed., Phillip B Meggs: Z 244.5 M42 1992
- *The history of furniture: twenty-five centuries of style and design in the Western tradition*, John Morley Interurban NK 2270 M67 1999
- *Masterpieces of furniture: in photographs and measured drawings*, V. Salomonsky Interurban TT 196 S25 1974
- *The Thames And Hudson Dictionary Of 20<sup>th</sup> Century Design And Designers*, Guy Julier: Ref NK 1390 J85 1993
- *Twentieth Century Design*, Jonathan M. Woodham: NK 1390 W59 1997

There are more books available at the College Library. Further reading material can also be found at your local public library.

## **Lecture Schedule**

*Subject to change without notice*

<i>Week 1a</i>	Introduction to course and design	<i>8a</i>	Mid-term exam
<i>b</i>	Arts and Craft	<i>b</i>	Development of early scripts
<i>2a</i>	Proto-Art Noveau	<i>9a</i>	Illuminated manuscripts
<i>b</i>	Art Noveau	<i>b</i>	Development of Photographic
<i>3a</i>	Art Noveau	<i>10a</i>	Influence of Modern Art
<i>b</i>	Library orientation	<i>b</i>	<i>Plakatsstil</i> and the War Poster
<i>4a</i>	Glasgow 4 Video	<i>11a</i>	The new Form
<i>b</i>	Glasgow 4	<i>b</i>	Bauhaus
<i>5a</i>	The Vienna <i>Sezessionstil</i>	<i>12a</i>	Bauhaus
<i>b</i>	The Vienna <i>Sezessionstil</i>	<i>b</i>	International Style
<i>6a</i>	Frank Lloyd Wright video Last day for essay topics	<i>13a</i>	Conceptualism
<i>b</i>	Frank Lloyd Wright	<i>b</i>	Post-modern
<i>7a</i>	Behrens	<i>14a</i>	Slide review and exam essays discussion
<i>b</i>	Slide and mid-term review	<i>b</i>	Slide review and “hint day” for final exam

# Essay Paper Cover Sheet

Name:

Student number:

Course and Section number:

Date due:

Date submitted:

Check and complete one of the following statements:

- The problem this discussion identifies and attempts to resolve is:
- The question this discussion attempts to answer is:
- The thesis this discussions presents is:

*Checklist to be completed by student and stapled to essay*

I have double-checked the following:

- My objectives are identified
- My descriptions are thorough and clear
- My conclusions are logical
- I have used proper English
- The length is appropriate
- This paper is based on my own observations. I have written it and have cited the sources of specific information and interpretation used in the text.
- I have formatted this essay according to specifications
- I have run the essay through a “spell-check”

Signature:

## Marking Guide for Art History Essays

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<b>Introduction &amp; Thesis</b>	15%
Clear presentation of topic, explicit statement of thesis that clearly states what the author will attempt to discuss	
<b>Structure</b>	8%
There is a coherent pattern and a logical progression in the presentation of the material that supports the essay	
<b>Relevance</b>	8%
Each point furthers the argument or observation	
<b>Coverage</b>	10%
Covers all relevant points needed to support the thesis/essay, but does not include irrelevant background information	
<b>Content</b>	25%
Each of the supporting arguments is sufficiently backed with relevant data, sources are adequate in quantity and number	
<b>Illustrations</b>	5%
Relevant illustrations are clear and of an appropriate size, captioning clarifies points made	
<b>Conclusion</b>	10%
Summarizes the main points/arguments, reviews the points made in a general way, and perhaps discuss broader implications, restate thesis	
<b>Style</b>	10%
Grammar, spelling, eloquence, the ideas in the essay is expressed clearly	
<b>Paragraphs</b>	4%
One point per paragraph, paragraphs are neither too long nor too short	
<b>Mechanics</b>	5%
Footnotes, bibliography, title page etc.	
	100%
<b>Instructors comments</b>	

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