School of Arts, Design, and Creative Industries

SYLLABUS

TITLE: Design History

CODE: DIS 105

PREREQUISITE: N/A

CREDITS: 3 credits | 45 contact hours |1 term

DESCRIPTION

This introductory course to design aims to provide students with the historical background in the development of current design forms. Significant developments in the history of design in Europe and America from 1850 to the present are presented. The lectures examine a variety of object types and place them within major art and design movements, including Design Reform, Arts & Crafts, Art Nouveau, Bauhaus, Art Deco, Simplification, International Style, Organic Design, Good Design, Industrial Design, Postmodernism, Green Design, and Contemporary Design. The core objective of the course is to introduce students to the myriad ways in which design interacts with culture and society, and to provide an understanding of the evolving role of the designer in modern society. The course covers a wide range of fields, including art, architecture, fashion, interior design, industrial design, as well as graphic and product design. At the same time, the intersections between design and the Sustainable Development Goals will be explored. Finally, the influence of styles and trends in Puerto Rico, their particularities and relevant artists is discussed.

JUSTIFICATION

After taking this course students will be able to identify and discuss key figures, events, and tendencies in the history of modern design. They will also be able to analyze objects and materials from primary sources to determine their historical importance, as well as their relevance for current problems, and write clear and concise argumentations for written, spoken, and "designed" communication. Finally, the objective of this course is to present students to the myriad ways in which design interacts with culture and society and to provide an understanding of the evolving role of the designer in modern society.

COMPETENCES

The course develops the following competences in students:

- **Critical questioning**
- **Research and exploration**
- **Ethical sense and social justice**

OBJECTIVES

After completion of the course, students will be able to:

1. Demonstrate a broad knowledge of the significant historical design styles and movements in the nineteenth and twentieth centuries in the United States.
2. Contextualize design history within greater social and cultural movements and narratives.
3. Recognize various important European and American designers from the nineteenth and twentieth centuries.
4. Critically participate in the main debates and topics that inform the study of design history.
5. Develop a visual "design literacy."
6. Become familiar with the cultural, economic, political, and perceptive environments that conditioned attitudes towards design.
7. Know the interrelationship and reciprocating influences between the various design mediums and other areas of culture and society.

CONTENTS

I. Introduction to Design

    A. What is design and what is it for?

    B. When did design emerge and how?

    C. Types of design

        1. Architectural design

        2. Interior design

        3. Industrial design

        4. Fashion design

        5. Textile design

6. Graphic design

7. Editorial design

8. Art and exhibit design

9. Advertising design

10. Digital design

11. Products design

12. Web design

II. Nineteenth Century: from Romanticism to Post Impressionism

    A. Printmaking as design: Gutenberg and beyond

    B. The Industrial Revolution (1760-1840)

        1. Henry Cole

        2. William Morris

    C. Aestheticism

    D. The Arts & Crafts movement (1850-1914)

    E. The Victorian Era

    F. Haute Couture and Demi Couture: Charles Frederick Worth

    G. Industrialization and ideology

    H. The case of Thonet

    I. Patented furniture

    J. The Chicago School (1871-1893)

III. Modern Design in the First Half of the 20th Century

    A. Germany-United States (1900-1929)

        1. A business-nation

        2. Berlin's AEG

        3. The case of Ford

        4. Wiener Werkstätte

        5. Bauhaus (1919-1933)

        6. The case of Ulm (redesigned the industrial design teaching system)

        7. The London Underground Diagram: Harry Beck

     A. Puerto Rican Pottery: *Caribe China*

     B. V'soske

     C. Puerto Rican graphics

     D. Duncan del Toro

     E. *Concilio de Diseño*

IX. Contemporary Design in the Age of Globalization, Social Media, and Sustainability (Late 20th Century and the 21st Century)

     A. Edward Tufte: Data visualization and information design

     B. 2000: Design becomes responsible

     C. Phillipe Starck an example of 21st century design

     D. Interior design and architecture

     E. Disposable design/sustainable design: Green

          1. What is the disposable object?

          2. Disposables and history

          3. The duration of products

          4. Plastics and disposable products

X. Design and the Internet

     A. Web pages

     B. 3D animation

METHODOLOGY

The following strategies from the active learning methodology are recommended:

- Project Oriented Learning **-POL**
- Research Based Learning - **RBL**
- Collaborative Learning - **AC**
- Critical questioning
- Conferences by the professor, invited artists, educators, etc.
- Internet visual and learning resources
- Documentaries, films, works of art, etc.
- Discussion forums, debates, conferences, or panels

EVALUATION

Compositions	20%
Oral presentations	15%
Partial assignments	30%
Final project or exam	30%
Participation	<u>5%</u>
TOTAL	100%

LEARNING ASSESSMENT

The institutional assessment rubric is applied to the course's core activity.

BIBLIOGRAPHY

READINGS

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Bassegoda, N. J. (1968). *Atlas de historia del Arte*. Jover. Call Number: R709 B29A.

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MAGAZINES

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    made-in-italy/index.html

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ELECTRONIC RESOURCES

- Historia del Diseño. https://www.arkiplus.com/historia-del-diseno/
- American Society for Aesthetics. http://www.aesthetics-online.org/
- Cyberspace, virtual reality, and critical theory.
  http://www.cyberartsweb.org/cpace/theory/theoryov.html
- Internet Encyclopedia of Philosophy. http://www.iep.utm.edu/a/aestheti.htm
- Stanford Encyclopedia of Philosophy. http://plato.stanford.edu/
- The Work of Art in the Age of Mechanical Reproduction.
  http://www.marxists.org/reference/subject/philosophy/works/ge/benjamin.htm and
  https://web.mit.edu/allanmc/www/benjamin.pdf
- World Wide Arts Resources http://wwar.com/publications/auto/Art_Theory_6.html
- Dalí Theatre-Museum https://www.salvador-dali.org/en/museums/dali-theatre-
  museum-in-figueres/
  - Virtual visit. https://www.salvador-dali.org/es/museos/teatro-museo-dali-
    de-figueres/visita-virtual.ph/
- Louvre Museum. https://www.louvre.fr/en

- Virtual visit. https://www.louvre.fr/en/visites-en-ligne# and https://youtu.be/idjfdRdjc6M?list=SRMuseo%20del%20Louvre
- Museo Nacional del Prado. https://www.museodelprado.es/en
  - Virtual visit. https://youtu.be/KN1IB7Ut8Wc
  - Collections. https://www.museodelprado.es/en/the-collection
  - Visual guide of the museum. https://www.museodelprado.es/actualidad/multimedia/guia-visual-del-museo-del-prado/4621ae59-3080-43bb-892b-34721f47ca96
- Museo Picasso Málaga. https://www.museopicassomalaga.org/en
  - Virtual visit. http://www.malagavirtual.com/mpicassom/visitans.htm
- Digital Museums Canada. https://www.digitalmuseums.ca/
- National Gallery of Art. http://www.nga.gov/content/ngaweb.html
  - Virtual visit. https://visitavirtual.info/national-gallery-of-art/
  - Collections. http://www.nga.gov/content/ngaweb/Collection.html
- Real Academia de Bellas Artes de San Fernando. http://www.realacademiabellasartessanfernando.com/es
  - Virtual visit. http://www.realacademiabellasartessanfernando.com/visitavirtual/
- The Vatican. https://vatican.com/
  - *La Capilla Sixtina: una maravilla renacentista*. https://youtu.be/1ov8JLpPN4w?list=SRcapilla%20sixtina
- Museo de Arte Contemporáneo de Puerto Rico. https://www.museomac.org/
- Museo de Arte de Francisco Oller virtual visit. https://www.facebook.com/museooller/videos/3205294416362713/
- Museo de Arte de Ponce. https://museoarteponce.org/en/
  - Collections. https://emuseum.museoarteponce.org/collections;jsessionid=AF994003B3E6DEF0810FEE5E28CC8156
  - Virtual visit. https://www.youtube.com/watch?v=LLwBPcSRTzc
- Museo de Arte de Puerto Rico. https://www.mapr.org/en
- Museo de Arte y Diseño de Miramar. https://www.madmi.org/en/home-en

For more information resources related to the course's topics, access the library's webpage http://biblioteca.sagrado.edu/

REASONABLE ACCOMMODATION

For detailed information on the process and required documentation you should visit the corresponding office. To ensure equal conditions, in compliance with the ADA Act (1990) and the Rehabilitation Act (1973), as amended, any student in need of reasonable accommodation or special assistance must complete the process established by the Vice Presidency for Academic Affairs.

ACADEMIC INTEGRITY

This policy applies to all students enrolled at Universidad del Sagrado Corazón to take courses with or without academic credit. A lack of academic integrity is any act or omission that does not demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who fails to comply with the Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a grade of zero in the evaluation and/or repetition of the assignment in the seminar, a grade of F (*) in the seminar, suspension, or expulsion as established in the Academic Integrity Policy effective in November 2022.