

COURSE IMPLEMENTATION DATE: { Sept. 03 }  
 COURSE REVISED IMPLEMENTATION DATE: { \_\_\_\_\_ }  
 COURSE TO BE REVIEWED: { Sept. 07 }  
 (FOUR (4) YEARS AFTER IMPLEMENTATION DATE) MONTH / YEAR

**OFFICIAL COURSE OUTLINE INFORMATION**

Students are advised to keep course outlines in personal files for future use.  
 Shaded headings are subject to change at the discretion of the department and material will vary  
 - see course syllabus available from instructor

<b>FACULTY/DEPARTMENT:</b>	<u>GRAPHIC DESIGN</u>	
<u>GD102</u>		<u>3</u>
<b>COURSE NAME/NUMBER</b>	<b>FORMER COURSE NUMBER</b>	<b>UCFV CREDITS</b>
	<u>History of Graphic Design</u>	
	<b>COURSE DESCRIPTIVE TITLE</b>	

**CALENDAR DESCRIPTION:**

The history of graphic design is an evolution in aesthetics, technology, and style. This course is designed to give a broad overview of the diverse and rich history in the development of graphic design. The lectures will provide a survey of the major movements in the field from the perspective of the social and political realities from which they developed. The studio component will enable students to create graphic images which reflect the design characteristics of the various movements.

**PREREQUISITES:**
None
**COREQUISITES:**
**SYNONYMOUS COURSE(S)**

- (a) Replaces: \_\_\_\_\_  
(Course #)
- (b) Cannot take: \_\_\_\_\_ for further credit  
(Course #)

**SERVICE COURSE TO:**

\_\_\_\_\_  
(Department / Program)

\_\_\_\_\_  
(Department / Program)

**TOTAL HOURS PER TERM:** 45
**STRUCTURE OF HOURS:**

Lectures: 20 hrs.  
 Seminar: \_\_\_\_\_ hrs.  
 Laboratory: \_\_\_\_\_ hrs.  
 Field Experience: \_\_\_\_\_ hrs.  
 Student Directed Learning: \_\_\_\_\_ hrs.  
 Other (Specify): studio 25 hrs.

**Combination of Lecture and Lab Hours:** \_\_\_\_\_ **YES/NO**
**TRAINING DAY-BASED INSTRUCTION**
**LENGTH OF COURSE:** N/A
**HOURS PER DAY:** N/A
**MAXIMUM ENROLMENT:** 30 (25 reserved for Graphic Design students)
**EXPECTED FREQUENCY OF COURSE OFFERING:** 1 annually
**WILL TRANSFER CREDIT BE REQUESTED?:** (Lower-level courses only) YES X NO \_\_\_\_\_

**WILL TRANSFER CREDIT BE REQUESTED?:** (Upper-level requested by department) YES \_\_\_\_\_ NO \_\_\_\_\_

**TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:** YES \_\_\_\_\_ NO \_\_\_\_\_

**AUTHORIZATION SIGNATURES:**
**Course designer(s):** Dennis Greer
**Chairperson:** \_\_\_\_\_  
(type name in this field)  
**(Curriculum Committee)**
**Course reviewed by:** Virginia B. Cooke
**Department Head:** Don Murray
**Dean:** Virginia B. Cooke
**PAC Approval in Principle Date:** \_\_\_\_\_  
(type date in this field)

**PAC Final Approval Date:** 29-Jan-03

GD102

COURSE NAME / NUMBER

**LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:**

The students will learn to identify the common visual elements of the following graphic styles: Victorian, Art Nouveau, Art Deco, Avant Garde, Swiss, Early Modern, American kitch, Psychedelia, Contemporary, Postmodern, and Postgrunge. They will also be able to recognize the names and styles of influential designers and understand their philosophies.

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**METHODS:**

The course structure is based on a lecture/studio model. The lecture component will loosely follow the required text. The class lectures will explore the theories and techniques that underlay the major movements and developments that have led the field up to this point in history. The studio component is meant to strengthen the student's understanding of the material from the lectures, as well as encourage them to examine historical design style to uncover the motivations and process behind the development of the field.

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**PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):**

Credit can be awarded for this course through PLAR YES   X   NO           

**METHODS OF OBTAINING PLAR:**

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**TEXTBOOKS, REFERENCES, MATERIALS:**

[Textbook selection varies by instructor. An example of texts for this course might be:]

A History of Graphic Design by Philip B. Meggs

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**SUPPLIES / MATERIALS:**

18 x 24" sketch book, various drawing and painting supplies as needed.

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**STUDENT EVALUATION:**

[An example of student evaluation for this course might be:]  
40% Individual weekly projects (marked and evaluated based on creativity, clarity and punctuality)  
30% Mid-term essay assignment  
30% Final essay assignment

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