

**UNIVERSITY COLLEGE OF THE FRASER VALLEY**

**COURSE INFORMATION**

**DISCIPLINE/DEPARTMENT:** GRAPHIC DESIGN      **IMPLEMENTATION DATE:** Jan. 8, 1996

**Revised:** \_\_\_\_\_

<u>GD 256</u>	<u>History of Print</u>	<u>3</u>
<b>SUBJECT/NUMBER OF COURSE</b>	<b>DESCRIPTIVE TITLE</b>	<b>UCFV CREDITS</b>

**CALENDAR DESCRIPTION:** Few inventions have shaped the course of human history as much as the printing press. It precipitated the Industrial Revolution and made the computer revolution possible. This course traces printing, and the accompanying changes in consciousness, from its inception to present practice.

**RATIONALE:** will point students back to their roots and demonstrate how design is a constant reflection of society's mores and values

**COURSE PREREQUISITES:** GD 200, CMNS 169, GD 201, GD 203, GD 204, GD 205

**COURSE COREQUISITES:** GD 254, GD 216, GD 255, GD 253, CMNS 125 or CMNS 155

<b>HOURS PER TERM FOR EACH STUDENT</b>	<b>Lecture</b>	<b>20</b>	<b>hrs</b>	<b>Student Directed Learning</b>	<b>10</b>	<b>hrs</b>
	<b>Laboratory</b>		<b>hrs</b>	<b>Other - specify:</b>		
	<b>Seminar</b>	<b>10</b>	<b>hrs</b>	<b>Critique</b>		<b>hrs</b>
	<b>Field Experience</b>	<b>5</b>	<b>hrs</b>	<b>TOTAL</b>		<b>45 HRS</b>

**MAXIMUM ENROLMENT:** 20

Is transfer credit requested?     Yes     No

**AUTHORIZATION SIGNATURES:**

Course Designer(s): Graphic Design Program      Chairperson: \_\_\_\_\_

Curriculum Committee

Department Head: \_\_\_\_\_      Dean: \_\_\_\_\_

PAC: Approval in Principle \_\_\_\_\_      PAC: Final Approval: January 17, 1996

(Date)      (Date)

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**SYNONYMOUS COURSES:**

(a) replaces       N/A        
                  (course #)

(b) cannot take       N/A       for further credit  
                  (course #)

**SUPPLIES/MATERIALS:**

TBA

**TEXTBOOKS, REFERENCES, MATERIALS** (List reading resources elsewhere)

TBA

**OBJECTIVES:**

Students will gain

- an understanding of the tradition of the medium of print, a tradition which is constantly referred to in current practice,
- an awareness of how print fits into the past and present world of information technology
- an insight into the philosophical, sociological and epistemological impact of print, past and present
- a consciousness of the critical issues that surround print
- a chance for direct experience of historical or contemporary print work in practice (e.g. in a gallery, on the internet)
- an opportunity to develop contemporary research methods and access to appropriate resources and technologies
- a chance to work in groups and individually to develop ideas, and the occasion to articulate them in oral and written form.

**METHODS:**

The course will utilize a combination of lecture, discussion groups, co-operative learning projects and field trips.

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**STUDENT EVALUATION PROCEDURE:**

Course grades will be based on participation, projects, reviews and essays.

**Grade Scale**

A+	95-100%	B+	75-79%	C+	60-64%		
A	85-94%	B	70-74%	C	55-59%		
A-	80-84%	B-	65-69%	C-	50-54%	P	45-49%

**COURSE CONTENT**

The course will be roughly chronological, pausing to examine the impact of technological and formal innovations and the attendant shifts of consciousness. The invention of lithography in the early 19th century, for example, made it possible to produce a virtually infinite number of new images very quickly and thus the illustrated newspaper and the political caricature were born. We will consider print as an information technology, even while we pay specific attention to masters of the medium like Rembrandt or Toulouse-Lautrec. Our focus will be on the relationship of print to its public, past and present, and our discussion will be assisted by readings in the works of William Ivins, Elizabeth Eisenstein, Marshall McLuhan, and Walter Benjamin, among others.