

VC-1061: HISTORY OF GRAPHIC DESIGN

Cuyahoga Community College

Viewing: VC-1061 : History of Graphic Design

Board of Trustees:

December 2022

Academic Term:

Fall 2023

Subject Code

VC - Visual Communication

Course Number:

1061

Title:

History of Graphic Design

Catalog Description:

Survey of graphic design and the world events that have influenced visual communication from the invention of writing to the computer age and new media. Explores the cultural influences and technical innovations in graphic design movements, subsequent counter-movements, and their implications. The influence of world events and the emergence of trends in graphic design will be presented following an historical timeline. The impression of the past on subsequent graphic design trends will be noted.

Credit Hour(s):

3

Lecture Hour(s):

3

Requisites

Prerequisite and Corequisite

None.

Outcomes

Course Outcome(s):

Critically analyze the relationship between past and current trends in design and visual communication.

Essential Learning Outcome Mapping:

Cultural Sensitivity: Demonstrate sensitivity to the beliefs, views, values, and practices of cultures within and beyond the United States.

Objective(s):

- a. Use research skills with a concentration in the visual communication and design disciplines.
- b. Identify major trends of graphic design and their influences historically.
- c. Identify the influence of technology on the creation of printed communication pieces.
- d. Identify major artists and their contributions to the field of graphic design.
- e. Discuss the relationship and interrelationships between client/designer/society throughout history.
- f. Identify the influence of new media on visual communication and design.

Course Outcome(s):

Develop an aesthetic sense and basic directions for style.

Objective(s):

- a. Define graphic design and visual communication and design.
- b. Recognize styles and techniques in printed communication.

- c. Describe the creative process and commercial art media as they apply to specific possibilities and limitations of artistic creativity.
 - d. Evaluate, using professional criteria, designs from various commercial markets
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Methods of Evaluation:

- a. Written Exams
- b. Quizzes
- c. Essay Assignments
- d. Slide Identification

Course Content Outline:

- a. Early Visual Communication
 - i. Pictograms, petroglyphs and ideographs
 - ii. Writing substrates
 - iii. Markings and symbols in ancient cultures
 - iv. The transition from pictographic to alphabetic writing
 - v. The evolution of the alphabet in ancient cultures
- b. The Asian Contribution
 - i. Calligraphy
 - ii. The invention of paper
 - iii. Printing and movable type
- c. Illuminated Manuscript Design
 - i. The art form of illuminated manuscripts
 - ii. Definitions of manuscript development
 - iii. Cultural influence of manuscript design
- d. Printing in Europe
 - i. The art of block printing
 - ii. The contribution of Johann Gutenberg
 - iii. Movable typography and printing
 - iv. Copperplate engraving
 - v. The German illustrated book
- e. The Development of Typography
 - i. Renaissance graphic design
 - ii. The contribution of Geoffroy Tory and Claude Garamond
 - iii. Rococo typography and graphic design
 - iv. The typographic innovations of William Caslon and John Baskerville
 - v. Typographic classifications:
 - 1. Old Style
 - 2. Transitional Style
 - 3. Modern Style
- f. Graphic Communications and Design During the Industrial Revolution
 - i. Innovations in typography
 - ii. The wood type poster
 - iii. Mechanization of typography
 - iv. Photography and its inventors
 - v. The application of photography to printing
- g. Graphic Design of the Victorian Era
 - i. The development of lithography and chromolithography
 - ii. Victorian typography and signboards
 - iii. Early package design and printing
 - iv. Early American editorial advertising design
- h. The Arts and Crafts Movement
 - i. John Ruskin and William Morris
 - ii. The Century Guild and Kelmscott Press
 - iii. The private press movement and book design renaissance
- i. Ukiyo-e and Art Nouveau

- i. Japanese graphic design and influence
 - ii. Art Nouveau, an international decorative style
 - iii. Jules Cheret and Eugene Grasset
 - iv. English, French, American, German, and Belgium Art Nouveau
- j. The Modernist Era and Twentieth-Century Design
 - i. Frank Lloyd Wright and the Glasgow School
 - ii. The Vienna Secession
 - iii. The design contributions of Peter Berhernes
- k. The Influence of Modern Art
 - i. Cubism
 - ii. Futurism
 - iii. Dada
 - iv. Surrealism
 - v. Expressionism
- l. The Influence of Modern Art
 - i. Influence and implications of pictorial modernism
 - ii. The poster design style of the Allies and the Central Powers during WWI and WWII
 - iii. Art Deco design and the work of E. McKnight Kauffer and A.M. Cassandre
- m. A New Language of Form
 - i. Russian Suprematism and Constructivism
 - ii. The design contributions of Kasimir Malevich, El Lissitzky, and Alexander Rodchenko
 - iii. De Stijl (The Style)
 - iv. Theo van Doesburg and Piet Mondrian
- n. The Bauhaus
 - i. The design philosophy of the Bauhaus
 - ii. Walter Gropius and Laszlo Moholy-Nagy
 - iii. Jan Tschichold and the new typography
 - iv. Paul Renner and the Futura typeface family
 - v. The Netherlands, modern movement, and the new typography
- o. The Modern Movement in America
 - i. The migration of artistic talent to America
 - ii. Design during the war years and after the war
 - iii. Informational and scientific graphics of Ladislav Sutnar and Herbert Bayer
- p. The International Typographic Style
 - i. The contributions of Armin Hofmann and Josef Muller-Brockmann
 - ii. Adrian Frutiger and the Univers typeface family
 - iii. Eduard Hoffman and the Helvetica typeface family
 - iv. The International Typographic Style in America
- q. The New York School
 - i. Pioneers of the New York School
- r. Editorial design, layout, and typography
- s. Corporate Identity
 - i. Identities of the major networks CBS, NBC, and ABC
 - ii. Integrated corporate identity systems
 - iii. Identity design for special events and venues
 - iv. Kinetic logo design development
- t. The Conceptual Image
 - i. Polish poster design
 - ii. Album cover design
 - iii. Psychedelic poster design
- u. Postmodern Design
 - i. Environmental graphics and super graphics
 - ii. New-wave typography
 - iii. Retro and vernacular design
- v. The Digital Revolution
 - i. Origins of computer-aided graphic design
 - ii. Digital typography and digital imaging
 - iii. Prominent graphic designers in the digital medium
 - iv. Interactive media and the internet

- v. iPods, iPads, and special applications
- vi. 3 Dimensional design, motion graphics, and game design

Resources

Meggs, Philip B. *A History of Graphic Design*. 6th ed. Hoboken NJ: John Wiley & Sons., Inc, 2016.

Richard Hollis. *Graphic Design in the Twentieth Century: A Concise History*. Thames & Hudson, November 2021.

Resources Other

- a. Online educational resources
- b. Instructional media and collections: Cuyahoga Community College
- c. Cleveland Museum of Art
<http://www.clevelandart.org>
- d. Metropolitan Museum of Art
<http://www.metmuseum.org>
- e. National Gallery, Washington, D.C.
<http://www.nga.gov>
- f. Mingei International Museum
<http://www.mingei.org>
- g. Getty Museum
<http://www.getty.edu>
- h. American Institute of Graphic Arts (AIGA)
<http://www.aiga.org>

Top of page

Key: 4747