

COURSE OUTLINE			
TERM:	Fall 2018	COURSE NO:	IDES 141
INSTRUCTOR:		COURSE TITLE:	Survey and Principles of Design I
OFFICE:	LOCAL:	SECTION NO(S):	CREDITS: 3.0
E-MAIL:	@capilanou.ca		
OFFICE HOURS:			
COURSE WEBSITE:			

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

60 hours classroom instruction + 30 hours supervised studio work over 15 weeks.

COURSE PREREQUISITES/CO-REQUISITES

None.

CALENDAR DESCRIPTION

This course examines graphic design and typography from paleolithic cave paintings to the mid-20th century through an integration of history, theory and practice. The course covers the origins of the professions of design and advertising and ends with mid-century modernism. Applied projects explore the articulation of historical styles and aesthetics.

COURSE NOTE

IDES 141 is an approved Culture and Creative Expression course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES

Hollis, Richard. *Graphic Design – A Concise History*. London: Thames and Hudson, 2002.

Details on recommended texts and readings, if any, will be supplied by the instructor.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- describe how social, cultural, economic, and political conditions to mid-20th century have contributed to the visual communication profession;
- identify how key movements and historical figures have influenced graphic design, advertising and typography;
- connect the significance of concepts and principles learned to their current practise;
- apply aesthetic concepts and period styles to design projects;
- contribute to a collaborative discovery process through shared research and analysis; and
- develop communication and presentation skills through short, illustrated talks.

Students who complete this Culture and Creative Expression course will be able to do the following:

- Engage in creative processes including conception, investigation, execution, and ongoing critical analysis.
- Identify, analyze, and critique the elements of a form of expression using its specific vocabulary.
- Explain or demonstrate the connection between various events, ideas, traditions and belief systems and the modes in which they are artistically or culturally expressed.
- Interpret diverse forms of creative expression from different perspectives (e.g. artistic, historical, indigenous, literary, scientific, philosophical).

COURSE CONTENT

Week	Content/Lecture	Assignments	Due
Week 1	Course introduction and review Blog setup and introductory post in class	1. Blog entries (x20): summary and research 2. Yearbook spread	Various dates Week 4
Week 2	Lecture/discussion. Survey 1 – 35,000 BCE to 0 CE The evolution of communication	3. History book spread #1	Various dates
Week 3	Lecture/discussion: Survey 2 – 0 CE to 1450 The written word from medieval times to the Renaissance		
Week 4	Lecture/discussion: Survey 3 – 1450 to 1775 Baroque, rococo and the golden age of type		
Week 5	Lecture/discussion: Survey 4 – 1775 to 1850 The Age of Reason and the industrial revolution	4. History book spread #2	Various dates
Week 6	Lecture/discussion: Survey 5 – 1850 to 1895 The gilded age: art posters and the arts and crafts movement	5. PechaKucha	Week 9
Week 7	Calligraphy workshop		
Week 8	Lecture/discussion: Survey 6 – 1895 to 1905 Art nouveau, the Glasgow school, the Vienna secession	6. Historic artefact 7. Midterm quiz	Various dates In class

Week	Content/Lecture	Assignments	Due
Week 9	Lecture/discussion: Survey 7 – 1905 to 1915 The impact of modern art and the origins of corporate identity		
Week 10	Lecture/discussion: Survey 8 – 1915 to 1925 Art deco, the impact of the First World War, and constructivism		
Week 11	Lecture/discussion: Survey 9 – 1925 to 1930 The German Bauhaus and modern typography	8. History book cover	Week 14
Week 12	Lecture/discussion: Survey 10 – 1930 to 1945 The Great Depression and the Second World War		
Week 13	Review and revision		
Week 14	Review and revision	9. Final quiz	In class
Week 15	Lecture/discussion: What did we learn?		

EVALUATION PROFILE

1. Blog Entries – Weekly summary	10%
1. Blog Entries – Weekly research	20%
2. Yearbook Spread	5%
3. History Book Spread #1	5%
4. History Book Spread #2	5%
5. Pecha Kucha	10%
6. Historic Artefact	5%
7. Midterm Quiz	10%
8. History Book Cover	5%
9. Final Quiz	10%
Participation (see requirements overleaf)	15%
Total	100%

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

If a course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless a different policy appears on the course outline.

Missed Exams/Quizzes/Tests etc.

Missed exams, quizzes and tests (if any) will be assigned a grade of zero. Make-up exams, quizzes and tests are generally given only in medical emergencies or severe personal crises, at the discretion of the instructor.

Attendance

Students are expected to attend all classes and associated activities. Students who are absent for more than three classes without the permission of the course instructor will fail the course. Students must inform the instructor and program assistant by email if a class will be missed.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class time for course-related purposes only.

On-line Communication

Instructors and students should communicate using their official Capilano University addresses.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <http://www.capilano.ca/services/>

Capilano University Security:

Download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: <http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including [B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure](#).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

PROGRAM OPERATIONAL DETAILS

Punctuality/Penalties for Lateness

Punctuality is essential. Students more than 15 minutes late for class, or students who leave early without instructor permission, risk being marked absent.

Participation

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

Professional Behaviour

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors. Reliability, a willingness to work cooperatively under sometimes difficult conditions, and a determination to achieve quality work to deadlines are all expected. Students must respect equipment and procedures, and should be receptive to constructive criticism of their work.