COURSE CALENDAR DESCRIPTION

Explores the relationships between graphic design and art in the 20th century, with particular attention to the associations between pictorial Modernism and the use of image and text in graphic design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply. This course delineates some of the links between graphic design and art history throughout the 20th century, and thereby enables students to develop an awareness of the associations between art history and design history. Also, this course offers students who have taken the History of Design survey course the opportunity to become more aware of the particular history of graphic design, especially in the context of pictorial Modernism. Particular topics include: The impact of Japanese printmaking and the Vienna Secessionists on Art Nouveau graphics, the relationship between Futurism and the deconstruction of the textual page; the development of abstract graphics through Suprematism and Constructivism, Surrealism and the Modernist poster; Purism, De Stijl, and the rational image; Pop art and graphic design in Britain and America; Postmodernism on the magazine page: image, text, and interpretation. Prerequisite: FA/YSDN 2102 6.0 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

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SPECIAL FEATURES

**Technical requirements for taking the course:** Students are expected to participate in this course synchronously through video conferencing (Zoom) and asynchronously through Sheridan’s online learning management system (SLATE). In order to take this course, students need a stable, higher-speed Internet connection and a computer with a webcam and microphone, and/or a smart device with these features. A printer for printing draft written assignments for editing is recommended but not required.

This course is structured as a seminar—centred around professor-lead in-class discussions with the class working together through the challenging texts and complex concepts raised. Students are expected to attend class regularly, having completed the assigned readings. Small-group discussion, interactive activities, case studies, and writing-focused assignments will facilitate comprehension of the readings and concepts.

For the duration of class time you will be asked to appear on video and participate through voice and textual communication. Classes will not be recorded.

**A way to determine Internet connection and speed:** Online tests, such as Speedtest (https://www.speedtest.net/) can be run.
Useful links describing computing information, resources and help for students:

- Computing for Students Website: https://student.computing.yorku.ca/
- Student Guide to eLearning at York University: http://elearning-guide.apps01.yorku.ca/
- Learning Skills Services: https://lss.info.yorku.ca/online-learning/

Information about the delivery and organization of the course

**Location:** Please note that this course depends on remote teaching and learning. There will be no on-campus interactions or activities. It is recommended students cultivate a low-traffic, quiet space within their residence from where to join synchronous class activities during scheduled class time.

**Organization of the course:** This course is organized around both synchronous and asynchronous activities. Please refer to the course schedule and SLATE for detailed descriptions and times for the activities planned. All synchronous activities will occur during scheduled class time.

**TOPICS AND CONCEPTS**

**Expanded description:**
This course takes a critical look at the historical forces and social, political, and economic ideologies underpinning the development of graphic design practice in the West. We will be focusing on the historical development of Western ideas in the 20th and 21st centuries and their expression through graphic design. We will develop robust interdisciplinary definitions of modernism and postmodernism and explore how the ontologies and ideological frameworks of the modern and postmodern epochs have influenced the way we think about and do visual culture. We will explore the emergence and development of the graphic design profession’s impulse to shape society through design, looking graphic design’s past agendas and considering the discipline’s future.

Assigned readings trace a path through historical events, texts, and key ideas and debates which have shaped Western visual culture in the 20th and early 21st centuries. Our focus will be on theoretical frameworks and methodologies for analyzing visual culture. This is a text-heavy course with limited visual examples of design artifacts. Examples, when present, play a supporting role and are drawn from both within and outside the design history cannon and graphic design practice.

Topics covered include:
- Modernism
- Postmodernism
- Colonialism/postcolonialism
- Capitalism, socialism, and fascism
- Mass communication & popular culture
- Identity
- Class, race, gender and difference

**Course readings/texts:** All weekly required readings are listed in the scheduled reading list and will be made available through SLATE. Additional readings may be assigned or recommended throughout the duration of the course.
LIST OF LEARNING OUTCOMES AND EXAMPLES OF

Upon successful completion of this course, students will:

- Demonstrate a knowledge of the relationship between art and design, and the differences and similarities in their ideological and social uses
- Analyze and interpret words and images in their historical and social context
- Show an understanding of critical and interdisciplinary methods and readings for the study of visual culture

Demonstrate originality and skill at research directed toward producing clear, well-supported arguments about detailed aspects of visual culture and theory—in verbal presentations and written forms

GRADED ASSESSMENT

The proportional weighting of the coursework is as follows:

20% Written Responses (four total)
30% Image Analysis Essay
40% Final Essay
10% Participation

Projects will be graded as outlined in the assignment brief. A rubric will be provided outlining your grade for assignments. Assignments are to be handed in on their due date, at the time specified by the professor and in the format specified by the assignment brief.

Participation will be graded as follows:

35% Posts to discussion forums
35% Attendance
30% In-class participation

Proper academic performance in this course depends on students attending class regularly and actively participating in class discussions in a thoughtful and respectful way. This means coming to class thoroughly prepared by doing the assigned readings, taking notes on the key concepts raised, and formulating any pertinent questions you have.

Required Format for papers: All assignments must be formatted—including in-text citations, reference list, and figures—using APA Style (7th edition). See https://apastyle.apa.org/style-grammar-guidelines/ for guidelines. Assignments not formatted using APA style will result in penalties or failure, as specified by the assignment brief. Papers should be written in the first person, using ‘I’ and ‘my’ where it is necessary or appropriate to refer to yourself. APA Style guidelines for grammar and bias free language are recommended.

Attendance and lateness: Participation will be assessed based on regular, timely, and prepared student participation in scheduled critiques and other course activities. Students are responsible for informing faculty ahead of time if they cannot participate in scheduled class activities and making alternative arrangements to keep up their progress in the course. Exceptions for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor. Supporting documentation (e.g., a doctor’s letter) may be required upon request.

Missed deadlines or tests: Assignments received later than the due date will be penalized 10% per business day that the assignment is late. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor. Supporting documentation (e.g., a doctor’s letter) may be required upon request. Further extensions or accommodation will require students to submit a formal petition to the Faculty.

ADDITIONAL INFORMATION
Last date to drop a fall term (F) course without receiving a grade: **November 6, 2020**
Last date to drop a winter term (W) course without receiving a grade: **March 12, 2021**
Last date to drop a full year (Y) course without receiving a grade: **February 5, 2021**

**Academic Policies / Information**

The Senate Academic Standards, Curriculum and Pedagogy Committee (ASCP) provides a Student Information Sheet that includes:

- York’s Academic Honesty Policy and Procedures / Academic Integrity Web site
- Access/Disability
- Ethics Review Process for Research Involving Human Participants
- Religious Observance Accommodation
- Student Code of Conduct

Additional information:
- Academic Accommodation for Students with Disabilities
- Grading Scheme and Feedback Policy
  The Senate Grading Scheme and Feedback Policy stipulates that (a) the grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) be announced, and be available in writing, within the first two weeks of class, and that, (b) under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for ‘full year’ courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade.
- Important University Sessional Dates (you will find classes and exams start/end dates, reading/co-curricular week, add/drop deadlines, holidays, University closings and more. [http://www.registrar.yorku.ca/enrol/dates/index.htm](http://www.registrar.yorku.ca/enrol/dates/index.htm)
- Manage my Academic record
  [http://myacademicrecord.students.yorku.ca/](http://myacademicrecord.students.yorku.ca/)
- "20% Rule"
  No examinations or tests collectively worth more than 20% of the final grade in a course will be given during the final 14 calendar days of classes in a term. The exceptions to the rule are classes which regularly meet Friday evenings or on Saturday and/or Sunday at any time, and courses offered in the compressed summer terms.

Final course grades may be adjusted to conform to Program or Faculty grades distribution profiles.

**Additional Information / Sheridan College**

- Accessible Learning Services, Trafalgar campus, B104, (905) 845-9430, ext. 8196
  [sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services](sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services)
- Counselling Services, Trafalgar campus, B104, (905) 845-9430, ext. 2557
  [sheridancollege.ca/life-at-sheridan/student-services/counselling-services](sheridancollege.ca/life-at-sheridan/student-services/counselling-services)
- Health Services, Trafalgar campus, B129, (905) 845-9430, ext. 2550
  [sheridancollege.ca/life-at-sheridan/student-services/health](sheridancollege.ca/life-at-sheridan/student-services/health)

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Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.
[ Moodle @ York University](http://moodle.students.yorku.ca)