



## Course syllabus

Faculty Board of Business, Economics and Design

School of Design

1DI141 Design- och estetikhistoria, 5 högskolepoäng

1DI141 Design and Aesthetics History, 5 credits

### **Main field of study**

Design

### **Subject Group**

Design

### **Level of classification**

First Level

### **Progression**

G1N

### **Date of Ratification**

Approved 2009-06-24

Revised 2011-06-14 by School of Design.

The course syllabus is valid from autumn semester 2011

### **Prerequisites**

General entry requirements and English B (Field-specific entry requirements 6/A6). and an approved portfolio.

## Objectives

After completing the course students are expected to have acquired basic knowledge within design history from different perspectives and within different areas of application as well as an understanding of the historical connection between design and social development. Students are expected to have developed such study skills as to enable them to distinguish, formulate, problematize and ask new questions relevant to the subject of Design History/Aesthetics. Students are also expected to have acquired such study skills as are required to search for and assess knowledge from a basic scientific and artistic level.

### **Knowledge and Understanding**

Students are expected to be able to

- reflect on visual expressions and graphic design and their link to their historical period
- critically examine visual expressions and graphic designs and their role in

- everyday life
- reflect on the aesthetics/design of visual expressions and graphic design

### **Ability and Skills**

Students are expected to be able to

- present knowledge from historical, contemporary and aesthetic perspectives
- present reflections and understanding from historical, contemporary and aesthetic perspectives

### **Evaluation and Attitude**

Students are expected to be able to

- critically examine and assess the aesthetic expressions of different epochs linked to history and the present time
- examine, argue and assess different visual expressions and attitudes within graphic design.

### **Content**

The course consists of two modules

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#### ***Module 1 Field Studies/Visual Communication 2.5 credits***

Visual communication and graphic design

#### ***Module 2 Design History/Graphic Design History 2.5 credits***

Graphic design history

### **Type of Instruction**

The teaching consists of lectures, field studies, workshops and individual project work. Attendance is mandatory in scheduled course elements.

### **Examination**

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

For the Pass grade the expected study outcome must be fulfilled.

The examination takes the form of workbook presentations.

Re-examinations are offered within six weeks in the framework of regular term periods. The number of examinations is limited to five occasions.

### **Course Evaluation**

Towards the end of the course a course evaluation is conducted in accordance with the Linnaeus University guidelines. The evaluation result is compiled in a course report, which is kept in the archives of the administrator of the School of Design and is discussed in the programme advisory board. The result of the evaluation and any measures taken are communicated to the course coordinator and will be presented to the students on the following course occasion

### **Required Reading and Additional Study Material**

#### **Mandatory literature**

Friedl F., Ott N. & Stein B. (1998) *Typography: An Encyclopedic Survey of Type*

*Design and Techniques Throughout History*. Könemann. ISBN 3 89508 473 5  
Hollis H. (1994) *Graphic Design – A Concise History*. Thames Hudson, ISBN 0 500 20270 2  
Jamieson, Harry (2007) *Visual Communication – More Than Meets the Eye*. Intellect Books.  
ISBN 9781841501413

### **Reference literature**

#### **Graphic design history**

Georges, Jean (1993) *Skriftens historia genom sex tusen år*. Berghs förlag. ISBN 91 502 1067  
Georges, Jean (1993) *Tecken och symboler – skriftens dubbelgångare*. Berghs förlag. ISBN 91 5021145 5  
Heller, Steven & Balance, Georgette (2001) *Graphic Design History*. Allworth Press. ISBN 978 1581150940  
Meggs, Philipps B. (1998) *A History of Graphic Design*. J.Wiley & Sons. ISBN 978 0471 69902 6  
Remington, Roger (2003) *American Modernism, Graphic Design 1920 to 1960*. Yale University Press. ISBN 03000 98 162  
Wildbur, Peter & Burk, Michael (1999) *Information Graphics: Innovative Solutions in Contemporary Design*. Thames & Hudson. ISBN 13978 0 500 289 77 0

#### **Design and society**

Aynsley, Jeremy (1993) *Nationalism and Internationalism: Design in the 20th Century*. Victoria and Albert Museum.  
Barnard, Malcolm (2001) *Approaches to Understanding Visual Culture*. Palgrave. ISBN 0 33377288 1  
Bonsiepe, Gui & van Eyck, Jan (1999) *Interface: An approach to Design*. Akademie.  
Csikszentmihalyi, Mihaly & Rochberg-Halton, Eugene (1981) *The meaning of things: Domestic Symbols and the Self*. Cambridge University Press.  
Norman, Donald A (1990) *The Design of Everyday Things*. Currency/Doubleday. ISBN 978 035267748  
Seely Brown, Johan & Duguid, Paul (2000) *The Social Life of Information*. Harvard Business School Press. Product number 7087

*The list may be subject to changes.*