

Module code: MOD007318	Version: 1    Date Amended: 24/Jan/2020
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<b>1. Module Title</b>
Graphic Design: Histories and Ideas

<b>2a. Module Leader</b>
Ian Bennett

<b>2b. School</b>
Cambridge School of Art

<b>2c. Faculty</b>
Faculty of Arts, Humanities, Education and Social Sciences

<b>3a. Level</b>
4

<b>3b. Module Type</b>
Standard (fine graded)

<b>4a. Credits</b>
30

<b>4b. Study Hours</b>
300

<b>5. Restrictions</b>			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
<b>Courses to which this module is restricted:</b>	BA (Hons) Graphic Design		

## LEARNING, TEACHING AND ASSESSMENT INFORMATION

### 6a. Module Description

The module is delivered through a series of lectures designed to develop your critical literacy in the history and theory of graphic design, and small group seminars in which we will explore the relationships between design practice and the ideas that inform and support it.

You will be introduced to a variety of key examples from graphic design history and the concepts and philosophies they represent, which you will then explore through visual analysis and test through visual design processes. A series of weekly tasks will combine design activities with descriptive and analytical writing, to explore the ideologies and working methods that have informed the evolution of graphic design through the 20th century to the present.

During the course of the lecture series we will consider the emergence of 'graphic design' in the wider context of debates around its relationship to ideas of 'art' and 'craft', and the role of technology in the changing social relationships between design, production and consultancy. We will also critically examine the historiography of the graphic design 'canon', as a cultural construct dominated by Europe and the USA, in view of the changing perspectives of emerging design cultures and global design.

### 6b. Outline Content

- The early 20th century avant-garde and the graphics of dissent
- The invention of 'design' – the Bauhaus legacy
- Graphic art and artist graphics; the emergence of the 'designer'
- Reprographic technologies and their influence on visual style and working practices
- Ideas of craft and identity in design
- Mid-century modernism and the Swiss school
- Information graphics and social design.
- Packaging design and the emergence of consumer culture
- Design as consultancy: the emergence of the independent design agency.
- Environmental and architectural graphics – wayfinding and site-specific typography
- Motion graphics and fluid typography
- Postmodernism in graphic design
- Self-initiated graphic projects: design without clients
- The 'post-digital' – material practices in 21st century graphic design
- Interactivity, UX and the redefinition of 'visual design'
- Typography and type design in the digital era

#### 6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

#### 6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate appropriate academic skills in the study of graphic design history
2	Knowledge and Understanding	Investigate design ideologies through written analysis
3	Knowledge and Understanding	Explore design ideologies through practice
4	Intellectual, practical, affective and transferrable skills	Demonstrate self-directed learning
5	Intellectual, practical, affective and transferrable skills	Demonstrate critical reflection on practice
6	Intellectual, practical, affective and transferrable skills	Conduct relevant literature searches in the library and on the web

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2024/5	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	22	1,2,5	Eleven 50-minute lectures weeks 1-11 in each trimester
Other teacher managed learning	48	3-6	Studio seminars weeks 1-12 in each trimester
Student managed learning	230	1-6	Independent study, research and practice
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	50 (%)	Fine Grade	30 (%)
3,000 word essay					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-6	50 (%)	Fine Grade	30 (%)
20 developmental tasks equivalent to 3,000 words					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7\*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[\* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]