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

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| 2a. Module Leader |
| Ian Bennett |

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| 2b. School |
| Cambridge School of Art |

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| 2c. Faculty |
| Faculty of Arts, Humanities, Education and Social Sciences |

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| 3a. Level |
| 4 |

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| 3b. Module Type |
| Standard (fine graded) |

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| 4a. Credits |
| 30 |

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| 4b. Study Hours |
| 300 |

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| 5. Restrictions | | | |
| Type | Module Code | Module Name | Condition |
| Pre-requisites: | None | | |
| Co-requisites: | None | | |
| Exclusions: | None | | |
| Courses to which this module is restricted: | 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) | | |
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| 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 | | | | |
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| Year | Occurrence | Period | Location | Mode of Delivery |
| 2025/6 | ZZF | Template For Face To Face Learning Delivery | | Face to Face |

| 8b. Learning Activities for the above Module Occurrence | | | |
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| 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 | | | | | |
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| 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 | | | | | |

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| <p>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*).</p> <p>In addition, students are required to:</p> <p>(a) achieve the qualifying mark for each element of fine graded assessment as specified above</p> <p>(b) pass any pass/fail elements</p> <p>[* 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]</p> | | | | | |
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