

## **DESIGN HISTORY**

Degree in Graphical Design

Degree in Graphical Design

---

Code: 17006

Main Scientific Area: Communication Design

Lecturer: Carla Suzana Correia de Assunção Dias

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 70h

ECTS: 5,0

---

### **Objectives**

The principal goal of this curricular unity is to introduce students to design as a wide theoretical-practical disciplinary field. It is important that students recognize the design as a multidisciplinary field, fluid and in constant evolution, but always dependent on a legacy and a context.

Following this framework, it is possible to generate an integrative understanding perspective about the most important periods of general Design history, and graphic design in particular.

This curricular Unity focuses on Modernity and the impact of modern European avant-garde movements on culture and arts. It addresses the problems resulting from the Industrial Revolution to the consolidation of modern Bauhaus principles in European design, as well as its impact on American design.

It will be used a chronological framework of events in order to provide a 'stage' of mind to settle analogies, comparisons and contamination of different aspects - from art to technology, from politics, to science.

### **Learning Outcomes**

- Acquisition of conceptual and historical references in order to develop both analytical and evaluation criteria.
- Development of a critical and aesthetic thinking for the interpretation and practice of Design.
- Understanding the issues that characterize and act on disciplinary field of design.
- Identification of issues arising from the Industrial Revolution and its evolution to the consolidation of Modernist ideology.
- Ability to identify and relate subjects, personalities and important creators in design culture.

### **Course Contents**

Introduction and development of the Design concept

Domain and areas of Design intervention

Introduction to Design History  
Design and its origins

The construction of modernity

The movements of the European vanguard and the origins of the modern movement:

The Industrial Revolution

Arts and Crafts

Deutscher Werkbund

Modern Style

Art Deco

The Bauhaus

### **Recommended Bibliography**

Aires, E. et al. (2013). Design et al.: Dez perspectivas contemporâneas. Dom Quixote.

Cardoso, R. (2004). Uma Introdução à História do Design. Editora Edgard Blucher.

Drucker, J., McVarish, E. (2013). Graphic design history. Pearson.

Droste, M. (1999). Bauhaus. Taschen.

Eskilson, S. J. (2007). Graphic Design, a New History. Laurence King.

Forty, A. (2020). Objects of desire: Design and society since 1750. Bloomsbury Visual Arts.

Hollis, R. (2005). Design Gráfico - Uma História Concisa. Martins Fontes.

Lage, A., Dias, S. (2001). Desígnio 1 e 2: Teoria do Design. Porto Editora.

Lupton, E., Miller, J. A. (1999). Design writing research: Writing on graphic design. Phaidon Press.

Marcus, G. H. (2020). Introduction to modern design: Its history from the Eighteenth century to the present. Bloomsbury Visual Arts.

Margolin, V. (2015). World history of design. Bloomsbury.

Norman, D. A. (2010). O design do futuro. Rocco.

Norman, D. A. (2006). La psicología de los objetos cotidianos. Nerea.

Philip, B. M., Purvis, A. W. (2006). Meggs' History of Graphic Design. John Wiley Sons.

### **Learning and Teaching Methods**

Given the contents of this course, it is proposed that the student identify problematic issues, relate fundamental personalities of design culture and interpret the history of Graphic design in its several relationships with ideas, science and technology in the context of modern society.

### **Assessment Methods**

#### FUNCTIONING PARAMETERS

Students are advised to consult the Academic Regulation (RA) of IPCA and the Regulation of Evaluation of Knowledge and Competences (RACC) of ESD.

The method of evaluation is continuous. Are expected: 2 written test of knowledge assessment and some written texts of analysis and reflection during the classes.

#### LEARNING EVALUATION

Continuous assessment

The system of assessment in this curricular unit is the continuous assessment (according to point 1 of article 3 of the RACC of ESD)

5% Attendance and punctuality\*

15% Oral participation ; responsibility ; reports and other brief works  
40% 2nd Written Text  
40% 2nd Written Text

\* this percentage is not apply to T-E students. the 5% are divided between test 1 and test 2.

----

## EXAMS

### 1st SEMESTER EXAM SEASON

This curricular unit allows the evaluation in the 1st semester examination season (according to point 4 of article 4 of the RACC of the ESD)

This exam is available to students who

- is not failing the exam due to absences (or with more than 6 absences without justification);
- has obtained a minimum classification of 8 points at the end of the semester;

The assessment in this period includes the following elements of learning evaluation with the following weighting:50% of the examination mark + 50% of the final semester mark.

### IMPROVEMENT OF GRADES

In this curricular unit, the improvement of a grade can be done in any assessment period (according to point 1 of article 6 of the RACC of the ESD)

In the 1st semester examination period:

The assessment integrates the following elements of learning assessment with the weighting:

50% of the examination mark + 50% of the final semester mark.

The highest mark will prevail (or the exam, or the semester mark)

In special examination season:

The assessment of this season includes a 2-hour written test. In this examination the student's knowledge will be evaluated focusing all the contents learned at the 1st semester.

The grade of the test will be the semester end grade.