

HISTÓRIA DO DESIGN

Degree in Graphical Design

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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.

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.

In this first part, the focus is in Modernity, addressing the problems resulting from the Industrial Revolution until the consolidation of the modern principles of Bauhaus.

It will use 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, politics, science, etc. 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.

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- Acquisition of conceptual and historical references in order to develop both analytical and evaluation criteria.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.
- Ability to interpret the history of design in relation to the history of ideas, science and technology as well as political, economic, social and cultural issues.
- Practice in Design research.

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

Nouveau

Art Deco

The Bauhaus

Recommended Bibliography

DROSTE, Magdalena, Bauhaus, Taschen, 1999

ESKILSON, Stephen J., Graphic Design, a New History, Laurence King, 2007

HOLLIS, Richard, Design Gráfico - Uma História Concisa, Martins Fontes, São Paulo 200

LAGE, Alexandra e DIAS Suzana, Desígnio 1 e 2: Teoria do Design, Porto Editora, 2001

PHILIP, B. Meggs, PURVIS, Alston W., Meggs' History of Graphic Design

SEARA, Ilda, Teoria do Design, Porto Editora, 1997

SPARKE, Penny – Introduction to Design and Culture: 1900 to the Present. Routledge, 2004

Learning and Teaching Methods

Given the contents of this course it is proposed that the student:

- identify emerging problems of the Industrial Revolution and its evolution until the consolidation of Modernist ideology;
- identify and relate themes, personalities and fundamental creators of the culture of design during that period;
- interpreting the History of design in its relation to the history of ideas, science and technology as well as political history, economic, social and cultural;

- develop the practice and design research;

Assessment Methods

The method of evaluation is continuous. Are expected: 1 theoretical-practical Work; a written test of knowledge assessment and some written texts of analysis and reflection during the classes. Is also evaluated the quality of student oral expression during classes and their presence and punctuality.

5% Attendance and punctuality

15% Oral participation ; responsibility ; repports and other brief works

30% Group work

50% Written Text (minimum value required = 6)

(1 weight value) quality of the student participation during classes;

RESOURCE EXAMINATION (50% + 50% of the semester value)

IMPROVEMENT EXAMINATION (50% + 50% of the semester value)

SPECIAL EXAMINATION (100%)