COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School/Department: Communications, Art and Social Sciences

Programme: BA Art History and Visual Culture

FHEQ **Level:**   5

Course Title: History of Design

Course Code: AVC 5210

Course Leader: Dr Nicola Mann

Student Engagement Hours: 120
Lectures: 22.5
Seminar / Tutorials: 22.5
Independent / Guided Learning: 75

Semester: Fall
Credits: 12 UK CATS credits
                                                          6 ECTS credits
                                                          3 US credits

Course Description:
This course examines the history of designed objects of all types and their place in material and visual culture studies. This includes product design, objects of technology, graphic design and typography, industrial design, textiles and spatial design. The course considers the relationship between people and the objects that comprise the fabric of the lived environment, the aesthetics of the built environment, and engages with critical perspectives on design-related debates

Prerequisites: ARW 4195

Aims and Objectives:
- To interrogate a range of notions in relation to the historical role of design in society.
- To examine the relationship between people and the objects that comprise the fabric of the lived environment
- To understand and develop critical perspectives on design-related debates.
- To promote critical engagement with the aesthetics of the built environment.
- Through lecture, discussion, site visits and readings, to build a deepened understanding of the topic area.

Programme Outcomes:

A5(iii), B5(i), C5(1), C5(ii), C5(iii), D5(i), D5(ii), D5(iii)

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at: http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx

Learning Outcomes:
By the end of this course, successful students should be able to:
- Demonstrate a good understanding of a wide range of design-related practices and their histories.
- Show a broad understanding of the relationship between design, industrialisation and mass production
- Demonstrate a detailed understanding of the modernist design project.
- Shows critical engagement with the aesthetics of design
- Demonstrate well-developed skills (eg; group work, report writing, oral presentation) which translate to workplace.
- Complete assigned work with a degree of clarity, technical competence and critical thinking, and a degree of independence and capacity for self-evaluation, appropriate for a 5000-level course

Indicative Content:
- Industrialisation, mass production and design
- Modernity and the modernist project in design
- The Bauhaus and its legacy.
- Fordism and mass production in the USA
- European industrial design in the 1950s and 1960s
- Post Industrial & Post Modern design
- Design and the technological object
- Contemporary practice issues – brands, products & markets.
- Design ethics
- Museum visits

Assessment:
This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

Teaching Methodology:
The course will be taught through classroom lectures and seminar classes, and

through a series of closely guided site visits, with the intent of using London itself, and its environs, as the 'living' classroom. Lectures will follow the schedule detailed in the syllabus, and are structured as surveys and overviews of both accepted knowledge and current debate on each theme/topic. Short seminars will be held as feed-back opportunities in the subsequent session following each site visit, with a view to ensuring the integration of individual learning/interpretation from each site into the learning of the whole class. Seminars rely upon active student preparation, note-taking and response to each site, and will consist of student-led discussion of historical, perceptual and heritage issues arising from each site. Visits will comprise tutor mini-lectures and explanations, student independent exploration, small group and full group exploration and guided discussion.

Bibliography:

See syllabus for complete reading list

IndicativeText(s):
Forty, A. and I. Cameron. *Objects of Desire: Design and Society Since 1750*. (London, Thames and Hudson, 1995).
Miller, D. *Material Culture and Mass Consumption.* (Oxford, Blackwell, 1987).
Sparke, P. *An Introduction to Design and Culture in the Twentieth Century.* (London, Routledge, 2012).
Walker, J. A. *Design History and the History of Design*. (London, Pluto Press, 1989).

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry