

NorthWest Arkansas Community college
Division of Communication and Arts
Art Department

Course Number and Title

ARHS 2823, The History of Photography and Graphic Design

Catalog Description

A survey of photography and design from 1685 to the present.

Prerequisites:

It is recommended that ENGL 1013 be taken prior to enrolling in this course

Credit Hours/Contact Hours/Load Hours:

3/3/3

Target Audience/Transferability:

Designed for students completing the art history requirements for the two-year NWACC Associate of Applied Science degree in Graphic Design. Successful completion of this course should prepare students for further study in the art and design fields.

Learning Outcomes:

- Define vocabulary and describe facts about the history of photography and design.
- Discuss the scope of history of photography and graphic design.
- Present research in either written or oral form.

Topics:

- The Invention of Writing
- Alphabets
- The Asian Contribution
- Illuminated Manuscripts
- The Printing Press
- The German Illustrated Book
- Renaissance Graphic Design
- Typography Since the Beginning Until Today and Across Cultures
- Graphic Design and the Industrial Revolution
- Photography from the Beginning to the Present Day
- The Arts and Crafts Movement
- Art Nouveau
- The Genesis of Twentieth Century Design
- The Influence of European Modern Art and the Modern Movement in America
- Pictorial Modernism
- The Bauhaus
- The New York School
- Corporate Identity and Visual Systems

- The Conceptual Image
- Globalism and Graphic Design
- Postmodern Design
- The Digital Revolution and Beyond

Forms of assessment:

- Papers and short writing and/or oral presentations
- Small group work
- Tests