



**Visual Arts Studio 2294A/Visual Arts History 2291F**

Fall 2017

**Special Topics in the Visual Arts: Introduction to Design**

Mondays, 8:30-11:30

Middlesex College, rm. 105B

**Professor John Hatch**

Office: VAC 200C

Hours: Monday and Wednesdays. 13:30-14:30, or by appointment

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**Teaching Assistants:**

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**Prerequisite:** VAH 1040 or two of VAH 1041A/B – VAH 1045A/B or permission of the Department.

**Course Description:** This course examines the history and practice of modern design from the end of the 19th century to the present day, as well as touching on its sociocultural impact. Using a wide range of historical and contemporary examples the course will provide students with the basic principles of design, laying the foundation toward an understanding of what design involves in all of its myriad aspects, and how it affects our everyday lives. In other words, this course will appeal to both historians and practitioners of art. The course will also host a number of guest speakers who work in the field.

**Learning Outcomes:**

The point of this course, beyond the obvious acquisition of knowledge of the topic we will be addressing over the term, is to have you engage in an open and active discussion of key historical and contemporary issues from the various perspectives offered by the authors we read, the course instructor, guest speakers, as well the thoughts of your peers on the topics addressed in class discussions. You should be able to critically engage with the readings and art works/objects both verbally and in writing, and both in a summary form and more expansively. In some cases, some students may be encouraged to take a more inventive approach to looking at the problems and issues presented in this course.

By the end of this course you will have acquired an introductory understanding of the history of design, as well as have gained a knowledge of some of the issues and expectations of contemporary designers in various fields of design.

**Evaluation:** marks will be based on the following:

1. 15%, the Norman door project. Find and document a poorly designed object, space, concept, etc., virtual or real, in the spirit of Don Norman's complaints about doors and how many of them are poorly designed. How would you propose solving it? Due September 25.
2. 20%, mid-term test. Combination of short answers and multiple choice (one and a half hours). In class, October 16.
3. 35%, the major project. This can take two directions. For the art historians in the course, select an object or concept, such as a radio, lamp, chair, automobile, the rules of a sport, urban plans (the growth of the city of Paris, for example), mobile devices, an app, etc., trace its history and the changes that have occurred in its design and the reasons for the changes.

Don't expect these changes to be linear as sometimes improved functionality dictated a change, at other times, taste. For the studio-based students in the class, do the same but with the objective of designing a better chair, lamp, app, etc. Your look at the history and reasons for changes should be incorporated into your design decisions in proposing a better version of the object or concept you are addressing. Due the morning of November 27.

4. 30%, final exam. Combination of image ID, short answers, and multiple-choice questions (two hours). Final exam period in December.

**N.B.** Team proposals/projects will be considered for the major project.

**Penalties:** any assignment submitted late will be penalized 5% per day and will not be accepted 5 days past its due date. If there are medical grounds, then documentation must be provided to the Academic Counselling Office of your home Faculty.

**Course Materials:** The texts for this course are John Heskett, *Design: A Very Short Introduction*; Don Norman, *The Design of Everyday Things*, rev. and exp. 2013 ed.; and, Jonathan M. Woodham, *Twentieth-Century Design*. The Woodham and Heskett books are available at the BookStore, while the Norman text is available online through the Weldon Library.

**Resources:** A number of texts have been put on reserve at the Weldon Library for this course. There are also some excellent design journals available through the Weldon such as the *Journal of Design History* and the *International Journal of Design*, for example. Netflix has an excellent documentary series on design titled *Abstract: The Art of Design*. You can also find some creative and informative podcasts on iTunes; some of the better known are *99% Invisible*, *Design Matters*, *The Design of Business*, *the Business of Design*, *Design Review*, etc.

**Readings** (tentative list, subject to change/negotiation):

#### September 11

- Heskett, chap. 1, "What is design?"
- Heskett, chap. 2, "The historical evolution of design"
- Norman, "Preface."
- Woodham, "Introduction"

#### September 18

##### No class

- Heskett, chap. 3, "Utility and significance."
- Woodham, chap. 1, "Towards the Twentieth Century"

#### September 25

- Heskett, chap. 4, "Objects."
- Norman, chap. 1 "The Psychopathology of Everyday Things."
- Woodham, chap. 2, "Design and Modernism"

**Guest speaker:** Terry Rice, Executive Director (Marketing Communications), Communications and Public Affairs, Western University

#### October 2

- Heskett, chap. 5 "Communications."
- Norman, chap. 2, "The Psychology of Everyday Actions."
- Woodham, chap. 3, "Commerce, Consumerism, and Design"

#### October 9

Reading week

### October 16

mid-term exam

### October 23

- Heskett, chap. 6, "Environments."
- Norman, chap. 3, "Knowledge in the Head and in the World."
- Woodham, chap. 4, "Design and National Identity"

**Guest speaker:** Kristina Ljubanovic, Exhibition Designer, and Marilyn Bouma-Pyper, Graphic Designer, Art Gallery of Ontario. They will be speaking on Wednesday, Oct. 25, 11:30-2:30 in Prof. Robertson's "Introduction to Exhibition Design" class. If you are unable to attend, we will be recording the lecture.

### October 30

- Heskett, chap. 7, "Identities."
- Norman, chap. 4, "Knowing What to Do: Constraints, Discoverability and Feedback."
- Woodham, chap. 5, "The Second World War: Reconstruction and Affluence"

**Guest speaker:** Kendra Grudnik, Design Consultant and former Senior Manager of Design Frameworks, Digital Team, RBC.

### November 6

- Heskett, chap. 8, "Systems."
- Norman, chap. 5, "Human Error: No Bad Design."
- Woodham, chap. 6, "Multinational Corporations and Global Products"

**Guest Speaker:** Michael McLean, Director, Facilities Planning & Design, Western University.

### November 13

- Norman, chap. 6, "Design Thinking."
- Woodham, chap. 7, "Design Promotion, Profession, and Management"

**Guest speaker:** Erin Huner, Knowledge Translation/Exchange Manager, Research Development Services, Western University

### November 20

- Heskett, chap. 9, "Contexts."
- Woodham, chap. 8, "Pop to Post-Modernism: Changing Values"

**Guest speaker:** Professor Emeritus, Norm Huner, Department of Biology, Western University

### November 27

- Norman, chap. 7, "Design in the World of Business."
- Woodham, chap. 9, "Nostalgia, Heritage, and Design"

**Guest speaker:** Prof. Mike Bartlett, Dept. of Civil and Environmental Engineering, Western University

### December 4

- Heskett, chap. 10, "Futures."
- Woodham, chap. 10, "Design and Social Responsibility"

Final exam review.

## The University of Western Ontario Visual Arts Department

### **POLICIES**

#### **Student Conduct:**

All students will conduct themselves in a manner that will be consistent with the maturity and academic integrity expected of university students. Student conduct shall be consistent with the general laws of the community and with University regulations. Students shall show regard and respect for the rights, safety, and property of all members of the University community and are expected to act in a responsible manner within the University and the community at large.

#### **Attendance:**

A student who misses more than 15% of the course hours, without written corroboration for health or bereavement, can be debarred from writing final exams, or participation in final studio evaluations. Note that if a student consistently is absent from a 3-hour class for 1 hour, they will exceed the 15% cutoff and can be debarred.

#### **Prerequisites:**

You are responsible for ensuring that you have successfully completed all course prerequisites and that you have not taken an antirequisite course. Lack of prerequisites may not be used as basis of appeal. If you are not eligible for a course, you may be removed from it at any time, and you will receive no adjustment to your fees. These decisions cannot be appealed.

#### **Plagiarism:**

Plagiarism, which may be defined as "The act or an instance of copying or stealing another's words or ideas and attributing them as one's own," will not be tolerated. (Citation excerpted from Black's Law Dictionary, 1999, 7<sup>th</sup> ed., p.1170). (Refer to <http://www.westerncalendar.uwo.ca/2017/pg113.html> with regards to academic penalties for plagiarism.) This includes presenting the visual or aural work of another creator as your own. Visual or Aural Plagiarism may involve both hand-based media such as drawing, painting, printmaking and sculpture, as well as digital media such as photography, video and sound. It includes work subsequently manipulated or transferred between different media, as well as self-plagiarism – work submitted for assignments previously produced and graded for another course. Similar to textual plagiarism, all student work involving the visual or aural work of others must be appropriately cited/identified whether in print or orally. Failure to do so will lead to similar academic penalties as those identified in Western's Academic Calendar.

#### **Medical Policy:**

Students seeking academic accommodation on medical grounds for any missed tests, exams, participation components and/or assignments worth 10% or more of their final grade must apply to the Academic Counselling office of their home Faculty and provide documentation. Academic accommodation cannot be granted by the instructor or department. See course outline for specific arrangements regarding less than 10% of assignments.

#### **Mental Wellbeing:**

"Students who are in emotional/mental distress should refer to Mental Wellbeing [http://www.health.uwo.ca/mental\\_health/](http://www.health.uwo.ca/mental_health/) for a complete list of options about how to obtain help."

#### **Building Access:**

The John Labatt Visual Arts Centre will be closed at 10:00pm each night Monday to Friday. There will be no after-hour access for undergraduate students. The Centre is open weekends 12:00pm-5:00pm unless otherwise posted; access by side entrances only. Students should be prepared to vacate the building promptly at 10:00pm and 5:00pm. You must also sign-in with the building monitors when working in the workshop areas outside of regular office hours.

#### **Permission re: Promotion**

You grant permission for Western University to reproduce your name, information describing your artwork, representations of your work and any other information you have provided for the purpose of display, promotion and publicity either now or in the future.

By installing your artwork in the John Labatt Visual Arts Centre, you grant Western University an irrevocable, perpetual, royalty-free world-wide licence to photograph your artwork and use such photograph(s) for the promotion of your artwork and/or Western University, including, without limitation, advertising, display, editorial, packaging, promotion, television, social media, the Department of Visual Arts website, flickr, Twitter, Instagram

etc.). Students wishing to not have their work photographed should not exhibit it in the Visual Arts Centre, Artlab Gallery or Cohen Commons. As the area is open to the public, students, faculty, staff and other visitors will not be prohibited from photographing your artwork while on exhibit at the John Labatt Visual Arts Centre.

You otherwise retain all ownership in your artwork.

#### **Artwork Installation Liability Release**

You understand that the area where your artwork will be hanging or displayed is unsupervised and is in a part of the building that may be open to the public, day and evening, whether or not the building is open. Western University accepts no responsibility for damage to, or loss of, artwork at any time while on display or while being transported to or from the John Labatt Visual Arts Centre. By displaying your artwork in the John Labatt Visual Arts Centre, you accept all risk of loss or damage to your artwork. Western University does not provide insurance for the artwork on exhibition. **If you wish to insure artwork, it is your responsibility to do so.**

#### **Removal**

Western University reserves the right to dispose of artwork not picked up by April 15th of each year.

#### **Please remember:**

One of the most important resources for course counselling, special permissions, course changes, grade appeals, etc., is the Undergraduate Chair of Visual Arts, Professor C. Barteet (tel. 519-661-3440; [vaugc@uwo.ca](mailto:vaugc@uwo.ca)). Please note, however, that should you encounter any serious difficulties due to illness, family emergency, etc., you should consult the Academic Counselor for your Faculty. Ms. Amanda Green and Mr. Ben Hakala are the academic counselors in the Faculty of Arts and Humanities located in IGA Building, Room 1N20.

The Student Development Centre (WSS room 4111; tel: 519-661-3031; [www.sdc.uwo.ca](http://www.sdc.uwo.ca)) offers a wide range of useful services including workshops on learning skills, career and employment services, and an effective writing program, amongst many more.

The D.B. Weldon Library offers orientation tours from the first week of classes until Thanksgiving, where you will get acquainted with the numerous research resources available. As well, the University libraries have an extremely useful website where you can search the library system, the databases, view your circulation record, renew materials, access your UWO e-mail account, and much more. Check it out at: [www.lib.uwo.ca](http://www.lib.uwo.ca).

Financial Aid Services is your main source of information for OSAP, bursaries, loans, scholarships, and the work-study program which offer part-time positions on campus for Western students. Tel: 519-661-2100; e-mail, [finaid@uwo.ca](mailto:finaid@uwo.ca); or check out their website at [http://www.registrar.uwo.ca/student\\_finances/financial\\_counselling.html](http://www.registrar.uwo.ca/student_finances/financial_counselling.html)

August 21, 2017