

ARTH 104—Design in the 20th century
DSGN 102—Design in the Modern World

WHO, WHERE, and WHEN?

Dr. Lisa Passaglia Bauman

Class times: MW1:30-2:45

Office hours: drop-in Thurs 12-1 or by appointment

E-mail: lbauman@gmu.edu

Class room: AB 2026

Office: Robinson B 373A

WHAT IS THIS CLASS?

This class will offer a chronological overview of the history of design in the 20th century, including industrial design, communication design, as well as corporate branding and new media from each period/major design movement. Topics discussed will include major design styles and movements, significant designers, manufacturers, and design-related companies, innovations in technology and material use, and the development of sales, marketing, and user-focused design. Since design history is not the only discipline concerned with the cultural meaning of man-made artifacts, this course will be both contextual and interdisciplinary—an intersection of the history of technology, economics, sociology, art history, and material culture. In essence, design history will be approached in the context of cultural history. Core themes will include the rivalries between historicism and modernity, internationalist and nationalist tendencies, and handicraft and industrial processes. By the end of the semester, students will have participated in the iterative design process themselves: confronting a need/the design problem, communicating with a client, and satisfying the consumer through a research process and a product while also analyzing its potential impact.

WHY TAKE THIS CLASS?

Student Learning Goals:

1. Develop familiarity with key visual aspects of design in the 20th century, including the ability to identify principal designers, manufacturers, and developments
2. Demonstrate an understanding of how design has evolved in historical and theoretical terms, including consideration of audiences for the object and critical reception of the object
3. Understand the impact of technological developments on design ideas
4. Encourage analysis of the political and aesthetic debates articulated by designers, critics, and historians about the forms and purposes of design
5. Demonstrate an understanding of primary evidence by performing close visual and material analysis of objects and techniques used in creating those objects or sites, as well as the selection and interpretation of secondary sources in analyzing a material object
6. Engage in the design process by confronting a design problem or need, communicating with a client, and demonstrating the iterative process of prototyping and refinement through critical analysis

WHAT DO I NEED TO GET FOR THIS CLASS?

Sketchbook: You must have a hardcover, spiral-bound, unlined sketchbook with at least 50 pages. Plaza Art has one -- Plaza Wirebound Sketchbook, 8 ½ x 11" -- for \$8.99

https://www.plazaart.com/catalog/product/view/id/982/s/plaza-wirebound-sketchbook-8-5x11/category/1470/?_SID=U)

DO NOT PUT YOUR NAME ON THE COVER OR INSIDE THE COVER. You can put your phone number there and the notation that your name is inside the back cover, but try to keep your sketchbook somewhat anonymous on the exterior.

Textbooks:

- **REQUIRED:** Alex Newson, Eleanor Suggett and Deyan Sudjic. *Designer Maker User*. London: Phaidon, 2016. (Amazon sells this book new for \$23, used for \$8). This textbook will act as the framework for the course, and your weekly reading comes from it.
- **RECOMMENDED:** David Raizman, *History of Modern Design* (2nd ed., Pearson, 2010) (Amazon sells this book new for \$27, used for \$24) This is a useful chronology for the course material should you be interested.

Additional readings are posted on Blackboard.

EXPECTATIONS:

1. Be present

- You must attend class. Attendance includes being awake in class and engaged in the experience.
 - Three unexcused absences from class is grounds for a failing grade.
 - Three excused absences also result in a failing grade. You may then petition the Registrar to change your failing grade to a W (withdrawal from the class for medical reasons).
- You must be on time for the start of class and stay for the entire class.
 - Lateness, being totally checked out, leaving early, using your phone, and other behavior contrary to these pretty reasonable expectations will affect your grade.
- What happens if you miss class? Excused or unexcused, your absence does not grant you a pass on the work being done in class.
 - If you've missed a Monday lecture, you are responsible for getting notes from a classmate. You cannot leave a blank spot in your sketchbook with a notation "I was sick this day."
 - If you missed a Wednesday activity day, you are responsible for
 - getting the "addition to sketchbook" assignment from a classmate
 - getting notes for any Pecha Kucha that were presented from a classmate
 - completing the Mason scavenger hunt on your own
 - turning in your sketchbook and Dear Data project TO ME for review. If you have an excused absence, you have one week after you return to class. After that, I'll take off 10 points for every day it is late. If you have an unexcused absence, I'll take off 10 points for every day it's late, starting that day.

2. No electronics are not allowed in class. That means laptops and tablets.

- You are headed into a world that needs you to pay attention. This will help you strengthen that ability. And yep, using your phone in class is not acceptable either.
- ***Can you even believe I am telling you this like you are 8 years old? But experience has taught me that I need to. Sorry if it seems too obvious.***
- For the first two weeks, I will gently remind you in class to put your phone away. After that, I will simply deduct attendance points and send you an email at the end of the day telling you what I've done. If you have your phone out for what I consider an

unreasonable period, I can deduct all that day's attendance points as if you weren't even there.

3. You are an adult and responsible for your work.
 - “No one told me there was homework” “What do you mean it was due last night?” and “I was supposed to email it?” are just different ways of saying “I wasn't listening.” Adults listen at meetings. Consult the schedule constantly.
 - There is NO EXTRA CREDIT at the end of the semester. This is a course that operates exactly like the real world—we do our work every day, every week, and there are no exams.

ASSIGNMENTS AND ASSESSMENT:

1. Attendance (270 points maximum)

- 10 points for every class x 27 classes. Late arrivals or leaving early will drop this number.
- Attendance begins on 1/29. This is after the last day to add.

2. Sketchbook review (200 points maximum)

- The single biggest assignment in this class is the construction of your sketchbook. Think of it as making a “textbook” for our class. Sketchbooks will be collected twice (on February 19 for 50 points, and April 1 for 50 points) and redistributed randomly to groups of classmates for peer review. Since all sketchbooks will look essentially the same, this will be anonymous. Grading will consist of a completion and design review – an assessment of each sketchbook's completeness, effort, creativity, and documentation. I will provide a rubric; you make sure your sketchbook is up-to-date for maximum points. I will collect and grade all sketchbooks at the beginning of week 14, Monday, April 20, for 100 points.
- Each week should be clearly labeled *week 1*, *week 2*, etc., and should include the following items:
 - Notes from lecture and from your classmates' Pecha Kucha presentations—you can write these directly into your sketchbook if you are tidy or take notes in a hurried fashion in class and then rewrite them to your sketchbook later. Yes, these are going to be hand-written. Do not write down everything you hear; decide what you want to have as a record of the ideas and information you encounter. Bullet points are good.
 - At least TWO sketches of something you liked from class that week. A five-second drawing with no care taken earns you NO points; a drawing with good observations or some level of care earns more points. You can draw a single object, you can draw a group of objects, you could combine drawings and words to create lecture notes. Think of this as illustrating your lecture notes. You may draw in class. You could start in class and finish over the week. You may want to take notes in class and look things up during the week, giving you more time to draw.
 - Each week's quick homework assignment. These will be handed out and discussed on Wednesday. Think of them as an application of that week's lecture into a nifty assignment. The homework assignment in Week 12 involves going to the DESIGN-A-THON, sponsored by the new Design Thinking Minor. You can go either Monday, April 6, or Tuesday, April 7, 4:30-7:00.

- Your weekly reading notes—these need to be glued or stapled into your sketchbook once they are returned, so leave room for them in your sketchbook. Since you turn these in on Wednesday, I will return them on Monday. You can quickly insert them into your sketchbook before Monday’s lecture.
- This is a collaborative class; in order for us to comment on each other’s work that work must be available on the designated date. If you miss a review date, either because of an unexcused or an excused absence or simply forgot to bring your sketchbook to class that day, there is a penalty. If you have an excused absence, you have one week after you return to class. After that, I’ll take off 10 points for every day it is late. If you have an unexcused absence, I’ll take off 10 points for every day it’s late, starting that day.
- Extra credit points will be awarded for startlingly good work, or for imagination and creativity, or for brilliant organization.

3. Weekly reading notes (100 points maximum)

- 10 points for every set of notes x 10 weeks.
- You will be taking notes from THAT WEEK’S READING and turning them in on Wednesday of each week. That means both the Monday and the Wednesday readings are to be read and notes taken. Monday’s reading is always from the text; Wednesday’s reading is always a primary source.
- If you are doing linear note-taking, your notes need to be typed, single-spaced, 12-point font. Print on one side of the page only as you will be attaching these to your sketchbook. If you are “mind-mapping” or using a non-linear note-taking technique, remember to give each reading its own “map.”
- Notes are due EVERY Wednesday for all of the points in class! I will not take them by email, or to my mailbox, or slipped under the door of my office. If you plan on missing class, you can give your notes to a classmate to turn in for you. Getting these in is your responsibility, not mine. You can submit notes on Monday of the following week for HALF the points. You cannot submit them for points after that. Oh, you still have to do them; they are a component of your sketchbook and you really don’t want to lose the points there as well.
- Your first set of notes is due Wednesday, 1/29. Pay close attention to the schedule as some weeks there is no reading. Your last set of notes is due Wednesday, 4/15.

4. Pecha Kucha (100 points maximum)

- This is an in-class presentation on a topic chosen from a list that I provide.
- “Pecha Kucha Night” was devised in Tokyo in February 2003 as an event for young designers to meet, network, and show their work in public. It has turned into a massive celebration, with events happening in hundreds of cities, inspiring creatives worldwide. Drawing its name from the Japanese term for the sound of “chit chat,” it rests on a presentation format that is based on a simple idea: 20 slides x 20 seconds per slide. <http://www.pecha-kucha.org>. I’m going to modify the Pecha Kucha for our class: 10 slides x 20 seconds per slide.
- 10 extra points awarded to anyone going at the start of the semester in (weeks 3 and 4). In order to claim the extra points you will need to meet with me and run through your Pecha Kucha slides so that we both can make sure you set the right tone for the class.

5. 24 QUESTIONS (180 points maximum)

- This project is designed to help you experience a thorough research process, conduct a design analysis, and become familiar with a topic in a meaningful and layered way. I'll provide a list of possible topics; you provide the enthusiasm.
- This is a four-stepped project with four separate due dates. I will take late work here, but it will be penalized 5 points for every day it is late, including the weekend.

6. THE DESIGN PROJECT (150 points maximum)

- The last three weeks of the semester, students will be grouped, and then given a design problem and a client. They will research the existing product options, create a new solution to the problem, test their prototype on potential clients, revise their product based on their testing, and then present their new product to the class. Attendance is mandatory here, and you will be evaluating your team, as well as the other teams' projects for points. Class presentations of this work will be held on the date of the final exam as listed by the registrar's office, Wednesday, May 6, 1:30-3:30.

Points get awarded in this class, not taken away. I will post all grades as I complete each assignment, so you can keep track of your course grade literally week by week. Your grade shouldn't be a surprise; it should be a plan.

GRADE	POINTS
A+	970-1000
A	930-969
A-	900-929
B+	870-899
B	830-869
B-	800-829
C+	770-799
C	730-769
C-	700-729
D	600-699
F	599 and below

THE FINE PRINT:

Tech Skills Required: I can only communicate with you via Mason e-mail account, so please activate and check your GMU e-mail account regularly for any communication regarding the class. Any additional course announcements will be posted on Blackboard.

Behavior: Courtesy and common sense please. We're all adults; sometimes emergencies come up. However, talking to friends during lectures and wandering in and out are badly distracting to everyone else. If you know you will have to leave a few minutes early, please sit toward the back of the room on the aisle and let me know.

George Mason University is committed to providing a learning, living and working environment that is free from discrimination and a campus that is free of sexual misconduct. Under the United States Code of Federal Regulations, Title IX states that, "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance." (20 USCA § 1681) The University prohibition against any act of sexual misconduct or related retaliation applies to all students, faculty, staff, contractors, patients, volunteers, affiliated entities, and other third parties and applies to conduct that occurs on campus and off-campus conduct, including on-line or electronic conduct as noted in the University policy. I am required to report any potential violations, which may be subject to disciplinary action.

Another aspect of academic integrity is the free play of ideas. Vigorous discussion and debate are key to this course, and there is a firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.

Plagiarism: Design Thinking is a discipline that asks you gather inspiration from many sources and to build on them. It is imperative to acknowledge these sources of inspiration whenever you quote or "borrow" an idea (as I am doing right now: NYU Wagner, PADM-GP-2145 and RISD Bird, HOID). The integrity of the University community is affected by the individual choices made by each of us. Mason has an Honor Code with clear guidelines regarding academic integrity. Three fundamental and rather simple principles to follow at all times are that: (1) all work submitted be your own; (2) when using the work or ideas of others, including fellow students, give full credit through accurate citations; and (3) if you are uncertain about the ground rules on a particular assignment, ask for clarification. No grade is important enough to justify academic misconduct. Plagiarism means using the words, opinions, or factual information from another person without giving the person credit. Paraphrased material must also be cited. Plagiarism is the equivalent of intellectual robbery and cannot be tolerated in the academic setting. If you have any doubts about what constitutes plagiarism, please see me.

Disability Accommodations:

If you are a student with a disability and you need academic accommodations, please see me and contact Disability Services at 993-2474, <http://ds.gmu.edu>. All academic accommodations must be arranged through Disability Services.

Incomplete policy:

When a student has special circumstances that make it impossible to complete course requirements, faculty members have the discretion to award an incomplete grade. INCOMPLETE GRADES ARE NOT AWARDED FOR POOR ACADEMIC PERFORMANCE OR AS A WAY OF EXTENDING ASSIGNMENT DEADLINES. The university policy concerning incomplete grades will be followed in this course: to be eligible for an "incomplete" grade (or temporary "I"), students must have successfully completed 75% of the course; have special, verifiable circumstances that preclude the student from attending class and/or completing 25% of the graded assignments; and make formal arrangements with the professor to complete missing assignments by the end of the following semester. STUDENTS ARE ALLOWED THE SUBSEQUENT (ONE) SEMESTER TO COMPLETE THE REMAINING REQUIREMENTS AGREED UPON BY THE STUDENT AND PROFESSOR. IF THIS SEMESTER PASSES WITHOUT THESE REQUIREMENTS

SUBMITTED, THE "I" AUTOMATICALLY REVERTS TO AN "F" ON THE STUDENT'S TRANSCRIPT.

Questions, Problems, Frustrations: These, my friends, are what your professors are here to help you deal with! I place a priority upon making myself accessible to students and try to be extremely flexible when it comes to meeting and talking with students who would like help. This course is my responsibility; don't hesitate to come to me if you have a problem or complaint. I can't promise I'll be able to fix everything, but I will do my best.