

Fall 2021

# ARTH 104/DSGN 102: Design in the 20th century



## Why take this course?

Design history is the intersection of art history, economics, sociology, the history of technology, and material culture. That makes it interdisciplinary and contextual. While we will be exploring major design styles and movements, manufacturers and material use, marketing and user-focused design, we will also look at the rivalries between historicism and modernity, internationalist and nationalist tendencies, and handicraft vs. industrial processes. And rivalries make great stories.

# WHAT AM I GOING TO LEARN?

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Recognize design as representative of the historical moment in which it was produced while acknowledging its effect on later developments



Identify the impact of social, cultural, technological and economic developments on design



Articulate the relationships between design, the history of visual culture and world history



Utilize a critical vocabulary to discuss and write about design



Think critically about the relationship between form, context and meaning in visual communication



Apply knowledge of the history of design, visual communication and technology to design projects and/or encounters with visual culture outside of the classroom

# CLASS



Peterson 1105



TTR 1:30-2:45



# PROFESSOR

Dr. Lisa Passaglia Bauman

[lbauman@gmu.edu](mailto:lbauman@gmu.edu)

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OFFICE Horizon 3204

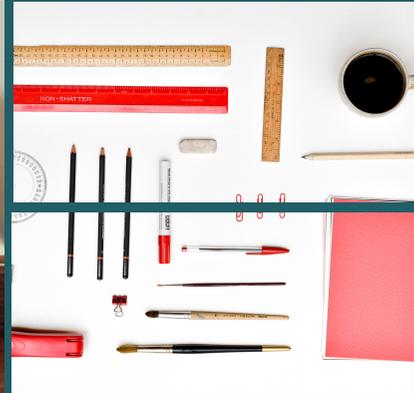
OFFICE HOURS



15-minute drop-in slots on  
Wednesday 1:30-3;  
or by appointment for longer conversations



# REQUIRED TEXTBOOK



You must have a hardcover, spiral-bound, unlined sketchbook with at least 50 pages. I have ordered one for our class in the University Bookstore; it's in the TEXTBOOK section for our class.

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.

And you're going to need some glue or tape.

# WHAT'S THE WORK I'M GOING TO DO?

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**1** Attendance  
Up to 240 points

**2** The SKETCHBOOK  
Up to 300 points

**3** Pecha Kucha  
Up to 100 points

**4** 24 Questions Project  
Up to 210 points

**5** The Big Book of Design  
Up to 150 points

# ATTENDANCE

## #1--Basic college task



### Be present: Attendance at class is mandatory

Attendance includes being awake in class and engaged in the experience. This is a hands-on class and growth comes only through continued active participation.

Worth up to 240 points

- 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.
- 10 points for every class x 24 classes. Attendance begins on 8/31.

# Attendance Details

You are allowed TWO excused absences for whatever reason—sick, errands, office visits, broken heart.

- Three late arrivals or early departures (more than 5 minutes) will constitute one full absence. If you need to arrive to a class period late or need to leave early, notify me prior to the scheduled class meeting. That's just polite. Tardiness is rude to the class team.
- Each absence beyond the two excused ones will result in a ½ letter grade reduction. Extenuating circumstances must be verified. If there is a problem in attending a class, you need to talk to me.

What happens if you miss class? Absence does not grant you a pass on the work.

- You are responsible for getting notes on anything covered in class from a classmate; this includes Pecha Kucha presentations. You cannot leave a blank spot in your sketchbook with a notation "I was sick this day."
- You are responsible for completing any homework assignments distributed that day. Those go directly into your sketchbook for review on scheduled days.
- You are responsible for turning in any work that was due that day, including your sketchbook, your Dear Data project, your 24 Q. If you have an excused absence, you have one week after you return to class to turn it in to me. 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, until you turn it in to me.
- If you have an excused absence and you miss your Pecha Kucha presentation day, you will be rescheduled with no penalty. If you do not have an excused absence and you miss your Pecha Kucha presentation day, you will be rescheduled with a 50% point penalty.
- And if you miss class during any of the "Big Book of Design" days, your group will penalize you in the peer grade.

# THE SKETCHBOOK

## #2--Learn new content



The single biggest assignment in this class is the construction of your sketchbook. Think of it as making a “textbook” for our class.

Worth up to 300 points

Each week should be clearly labeled week 1, week 2, etc., and should include the following items:

- o Notes from lecture

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.

- o 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; 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.

- o Any homework assignments.

These will be handed out and discussed in class. Think of them as an application of that week’s lecture into a nifty assignment.

- o Notes from your classmates’ Pecha Kucha presentations that are given in class.

# SOME EXAMPLES OF STUDENT WORK-- and no, you aren't graded on how well you draw!!!

**MARY QUANT**

- mini skirt of the 60s
- modeled by Twiggy

**THE BEATLES**

Sgt. Peppers Lonely Hearts Club Band album 1967  
↳ surrounded by fans after a performance

**MARIMEKKO**  
unpopular poppy flower pattern

**hippies**

- new manifestation of the youth
- they felt alienated w middle class society (saw them as dominated by materialism & oppression)
- encouraged public gatherings & protests
- designed by Gerald Holtom

creating pop-artistic art (manifesting the soul)  
- created cover for Cream's Disraeli Gears

**BUCKMINSTER FULLER**

- designed the Dymaxion home, Montreal 1947
- this was a response to the housing project
- was a visionary w/ utopian quality
- believed tech could solve global problems
- symbol of American technological innovation in relation to space

**VOLVO WAGEN BEETLE**

- the ad became really successful during this time & the idea of alternative attitude during this time (not needing a big car)

**other ARTISTS**

**Hapshash & the Colored Coat**

- used screen printing technique to graduate color
- resulted in high ad approach to posters

**Wes Wilson concert poster**

**Jim Fitzpatrick**

- painted a portrait of Che Guevara to honor him 1968
- represented anti-imperialism
- ↳ he has gone to become an international symbol to resist oppression

**LOW INCOME HOUSING PROJECT**

- Levittown → failed
- eventually shifted a focus in products to an interest in users
- ↳ this is why NOT all users are the same

Monday, April 6, 2020

## LECTURE NOTES: WEEK II

**POP & COUNTERCULTURE**

**CONSPICUOUS CONSUMPTION**

- selling people what they wanted
- high culture
- designer concept

emergence of built-in obsolescence & the growth of youth culture

design based on values linked to things like **ephemerality**, concept of things being **transitory**, existing only briefly

**ZANOTTA**  
blow up chair 1967

this is seen in "high art"

- Richard Hamilton 'Just what is it that makes today's homes so different, so appealing?' 1956

- Roy Lichtenstein & Andy Warhol  
↳ celebration of pop art

↳ go from status object to lifestyle object

- this chair: portable
- inflatable  
↳ appealed to young ppl  
↳ can be used indoors & outdoors
- ↳ affordable

**OTHER CHAIRS:**

- ROGER DEAN → Sea Urchin Chair
- SACCO chair
- EGH APPIO → tall chair 1963

- interest from young people
- idealism to young pop space age
- bright color inside represents the zingy pop culture

# Sketchbook Details

Sketchbooks will be collected twice (on Thursday, October 7, for 100 points, and Thursday, November 11, for 100 points) and redistributed randomly to groups of classmates for peer review.

- Since all sketchbooks will look essentially the same on the exterior, 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 for grading; you make sure your sketchbook is up-to-date for maximum points.

After peer review on Thursday, November 11, I will collect your sketchbooks for my review of up to 100 points.

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 policy. See above.

**Extra credit points** can be awarded here for startlingly good work, or for imagination and creativity, or for brilliant organization in your sketchbooks.

# PECHA KUCHA

## (Pronounced PE CHA KU CHA)

### #3--Prioritize data and present it



This is an in-class presentation on a topic that you'll choose from a list that I provide.

Worth up to 100 points

“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.

Pick the topic from the list provided. You'll notice they are grouped into FOUR different presentation days, so choose one that interests you and works best with your schedule.

Email me your top three choices by Tuesday, August 31. [lbauman@gmu.edu](mailto:lbauman@gmu.edu)  
I'll let you know which one you get.

# 24 QUESTIONS PROJECT

## #4--Do research



24 Questions to ask an object  
Worth up to 210 points

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.

Pick the topic that interests you the most.

Email me your top three choices by Tuesday, August 31. [lbauman@gmu.edu](mailto:lbauman@gmu.edu)

I'll let you know which one you get.

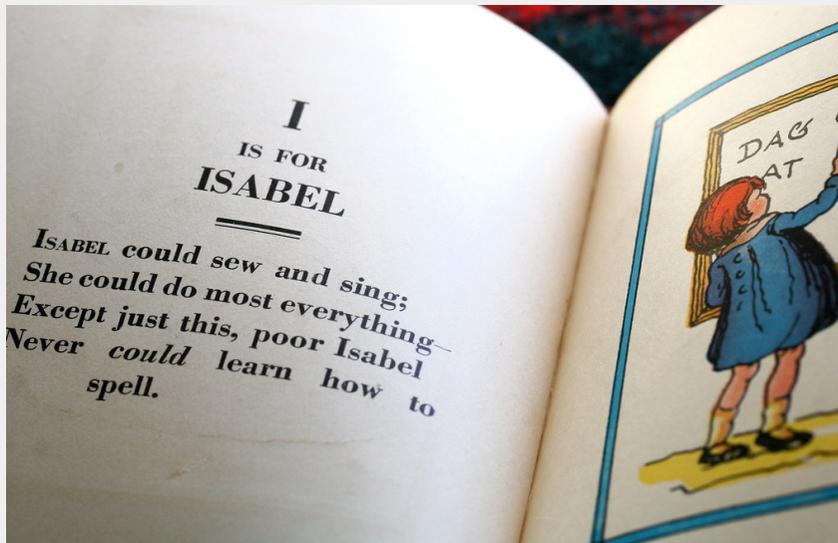
# THE BIG BOOK OF DESIGN

## #5--Synthesize material with a group



This is a chance to distill what you have learned in class this semester into a prioritized synthesis. As a group, you'll need to make decisions about what content is most important and then succinctly share that content and its relevance to the class.

Up to 150 points possible



# WHAT'S SO GREAT ABOUT THIS SYSTEM?

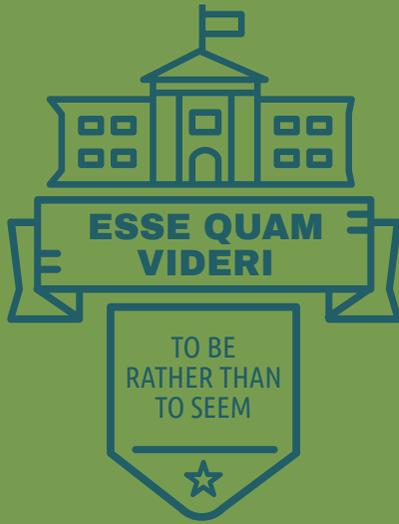
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GRADE	POINTS
A+	970-1000
A	930-969
A-	900-929
B+	870-899
B	830-869
B-	800-829
C+	770-799
C	730-769
C-	700-729
D	600-699
F	599 and below

Points get awarded in this class, not taken away. I will post all grades as I grade 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.

# CLASSROOM EXPECTATION #1



You are an adult.

"No one told me there was homework"

"What do you mean it was due last night"

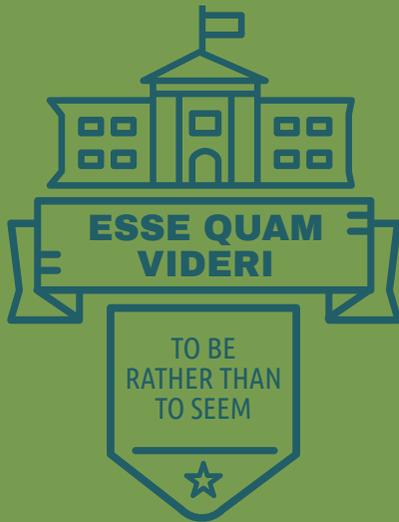
"I was supposed to email it?"

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.

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.

# CLASSROOM EXPECTATION #2



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

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 unless you use it to take a picture of something on the screen to draw later.

***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.

# THE FINE PRINT

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## 1 THE HONOR CODE

Of course we will abide by the University Honor Code (<https://oai.gmu.edu/mason-honor-code/>). We ARE honorable people after all. 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.

## 2 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.

## 3 DISABILITY ACCOMMODATION

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

## 4 SEXUAL HARASSMENT, MISCONDUCT, AND VIOLENCE

As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1412. You may seek assistance from Mason’s Title IX Coordinator, Jennifer Hammat, by calling 703-993-8730 or email [cde@gmu.edu](mailto:cde@gmu.edu). If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-993-3686 or Counseling and Psychology Services (CAPS) at 703-993-2380. The 24-hour Sexual and Intimate Partner Violence Crisis Line for Mason is 703-380-1434.