

ARTH 104—Design in the 20th century



WHO, WHERE, and WHEN?

Dr. Lisa Passaglia Bauman

Class times: TTR 1:30-2:45

Office hours: 15-minute drop-in slots on

Wednesday 1:30-3; or by appointment for longer conversations

E-mail: lbauman@gmu.edu

Class room: Horizon 3008

Office: Horizon 3204

WHY TAKE THIS CLASS?

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.

Student Learning Goals:

- 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
- Utilize a critical vocabulary to discuss and write about design
- Think critically about the relationship between form, context and meaning in visual communication.
- Articulate the relationships between design, the history of visual culture and world history
- Apply knowledge of the history of design, visual communication and technology to design projects and/or encounters with visual culture outside of the classroom

HOW AM I GOING TO GET TO THOSE GOALS IN THIS CLASS? (What's the work?)

First of all, there are no exams in this class. The experience of studying (and practicing) design is fundamentally iterative and collaborative, centered on two principles: cultivation of ideas and cultivation of community. Ideas are cultivated through observation, questioning, and doing. Lecture will provide the foundation, but your research for the 20 Questions project and the Pecha Kucha and your personal reflections for the homework assignments enhance those ideas. Community is cultivated through dialogue which will happen in class activities, sketchbook critiques, and the final group project.

1. Attendance (160 points maximum)

Be present: Attendance in class is mandatory

Attendance includes being on time to class, being awake and engaged in class, and staying to the end of class. This is a hands-on class and growth comes only through continued active participation. Behavior contrary to these pretty reasonable standards (being totally checked out, using your phone or laptop for anything other than class work) will affect your grade.

- Attendance begins on Thursday, January 25. This is after the last day to add.

The Fine Print

- **You have two excused absences to use for whatever reason**—sick, errands, work, 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 as a whole.
 - Each absence beyond the two excused ones 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.
 - Class notes: 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."
 - Work that was due on the day you were absent: This includes all homework assignments, the segments of the 20 Questions project, and the Sketchbook Critique. Your work is due the following class after your return with no penalty. After that, I'll take off 20% of the points for every day it is late.
 - Pecha Kucha presentation: If you are using one of your two "excused absences," your Pecha Kucha presentation will be rescheduled with no

penalty. If you have already used your two “excused absences” and have missed again, your Pecha Kucha presentation will be rescheduled with a 50% of the points off penalty.

- Big Book of Design: If you miss class during any of these “studio days,” you’ll need to explain your absence to your group and to me who will decide if/how to penalize you in the participation component.

2. Sketchbook review (300 points maximum)

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

Our class will be organized thematically by “chapters.”. Each chapter should be clearly labeled *chapter 1, chapter 2*, etc., and should include the following items:

- **Notes from lecture**—you can take notes on your laptop, take notes in a hurried fashion in class and then rewrite them to your sketchbook later, or write your notes directly into your sketchbook if you are tidy. In the end though, these are going to be hand-written in your “textbook.” Helpful note-taking hint: do not write down everything you hear; decide what you want to have as a record of the ideas and information you encounter. Big ideas matter and bullet points are good for specifics.
- **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, or 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 up things that we covered later in the week, giving you more time to draw.
- **That week’s homework assignment.** These will be handed out and discussed in class. Think of them as an application of that week’s lecture into a nifty assignment.
- **Notes from your classmates’ Pecha Kucha presentations** that are given in class. (I’ll provide some details on this later.)

Sketchbooks will be collected twice and redistributed randomly to groups of classmates for critique. 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; you’ll need to make sure your sketchbook is up-to-date for maximum points. To give you every advantage to do well here, there will be no class the day before sketchbook class critiques.

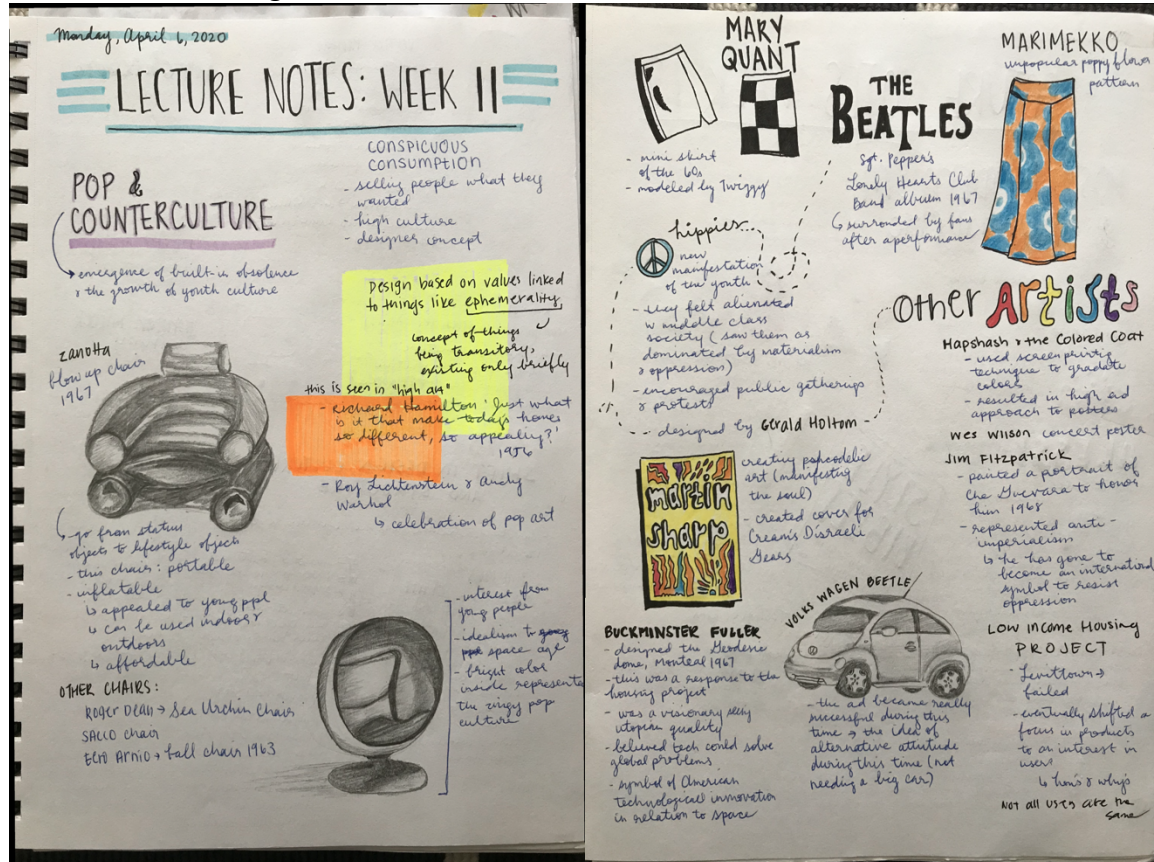
Sketchbooks will be collected on **Tuesday, February 27**, for 100 points, and **Thursday, April 11**, for 100 points) After critique on **Thursday, April 11**, I will collect your sketchbooks for my review of up to 100 points.

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

THESE ARE SOME EXAMPLES OF STUDENT WORK –

And no, you aren't graded on how well you draw

But I do expect thorough notes, creative arrangement on the page, and drawings that are robust and thoughtful.



3. Homework Assignments (40 points maximum)

There is a small homework assignment for every chapter of your textbook. These are opportunities to explore an idea we discussed in class in a more personal way. These assignments are handed out in class; they all have a very short turn-around time so PAY ATTENTION TO THE SCHEDULE. Most are due at the next class meeting.

4. Pecha Kucha (150 points maximum)

- This is an in-class presentation on a topic you choose 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.

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

5. 20 QUESTIONS PROJECT (230 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. It involves making a poster of your work at the end.

6. THE BIG BOOK OF DESIGN (120 points maximum)

- This is a chance to prioritize and distill what you have learned in class this semester. 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.
- This is a group project

HERE'S WHAT MAKES THIS SYSTEM SO INTERESTING:

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

WHAT MATERIALS DO I NEED TO GET FOR THIS CLASS?

Sketchbook: You must have a hardcover, spiral-bound, unlined sketchbook (8 ½ x 11") with at least 50 pages.

Here's one from Plaza Art Supplies for \$9.49. Plaza is located about 5 miles from campus at 3045 Nutley Street. You can also order online.

https://www.amazon.com/gp/aw/d/1454931477/?encoding=UTF8&pd_rd_plhdr=t&aaxitk=629460ccf3d36156a8904171aaeeb275&hsa_cr_id=0&qid=1702602074&sr=1-3-9e67e56a-6f64-441f-a281-df67fc737124&ref=sbx_be_s_sparkle_mcd_asin_2_title&pd_rd_w=AaDfy&content-id=amzn1.sym.417820b0-80f2-4084-adb3-fb612550f30b%3Aamzn1.sym.417820b0-80f2-4084-adb3-fb612550f30b&pf_rd_p=417820b0-80f2-4084-adb3-fb612550f30b&pf_rd_r=KBSTE43ZATS0VEXSHB3M&pd_rd_wg=r1O52&pd_rd_r=16153bf0-dc80-4477-8fd3-c2d1b8456a32

Here's one from Amazon for \$9.59.

https://www.amazon.com/CONDA-Hardcover-Sketchbook-Perforated-Painting/dp/B01M7NF76G/ref=sr_1_1_sspa?crd=206825PBY1WFO&keywords=sketchbook%2B8.5x11&qid=1702602351&sprefix=sketchbook%2B8%2Caps%2C79&sr=8-1-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9hdGY&th=1

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.

EXPECTATIONS

1. Laptops are allowed for note-taking. Period. And I don't want to see your phone out during class 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.

2. 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 bring it to class?" 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.

3. 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 close to the door and let me know.

CLASS POLICIES

Tech Skills Required:

- Email and Blackboard: 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.
- Powerpoint: You are going to be making some visual work yourself. This can be done in Powerpoint or in something more sophisticated like Adobe Illustrator or even a free online program like Piktochart.

UNIVERSITY POLICIES

Mason's Nondiscrimination Policy¹

George Mason University is committed to providing equal opportunity and an educational and work environment free from any discrimination on the basis of race, color, religion, national origin, gender, disability, veteran status, sexual identity, or age. Mason shall adhere to all applicable state and federal equal opportunity/affirmative action statutes and regulations. In our classroom, we are striving to create a learning environment that fosters respect for people across the entire range of human identities. If you feel that our learning environment is falling short, please do not hesitate to tell me. I am committed to listening, to hearing you, and to working together to create an inclusive, antiracist learning environment.

Chosen Names and Pronouns²

Our classroom and George Mason University should be places that are welcoming and inclusive. I encourage you to inform me of your chosen first name and pronouns before the start of class so I may properly address you in class and via email. Information about making this information available through Mason records is found at <https://registrar.gmu.edu/updating-chosen-name-pronouns/>. I use she/her/hers as my pronouns. You may address me as either Dr. Bauman or Prof. Bauman.

Disability Accommodations³

Disability Services at George Mason University is committed to providing equitable

¹ Statement taken from guidance provided by the Stearns Center for Teaching and Learning and Dr. Huerta's HIST 499-003 Spring 2021 syllabus

² Statement concept and some language taken from Dr. Huerta, HIST 499-003 Spring 2021 syllabus

³ Statement provided as guidance from the Office of Disability Services and the Stearns Center

access to learning opportunities for all students by upholding the laws that ensure equal treatment of people with disabilities. If you are seeking accommodations for this class, please first visit <http://ds.gmu.edu/> for detailed information about the Disability Services registration process. Then please discuss your approved accommodations with me. Disability Services is located in Student Union Building I (SUB I), Suite 2500. Email: ods@gmu.edu and Phone: (703)993-2474.

Sexual Harassment, Misconduct, and Violence⁴

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.

<https://universitypolicy.gmu.edu/policies/sexual-harassment-policy/> speaks to the specifics of Mason’s process, the resources, and the options available to students and employees. You may seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730 or email titleix@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.

Academic Integrity⁵

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 or other architects, give full credit; and
3. if you are uncertain about the ground rules on a particular assignment, ask for clarification

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.

QUESTIONS, PROBLEMS, FRUSTRATIONS

⁴ Statement provided as guidance from the Stearns Center

⁵ Language taken from Dr. Huerta’s HIST 499-003 Spring 2021 syllabus

These 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.