

DES M100: DESIGN AND SOCIETY

Originator

skasalovic

Co-Contributor(s)
Name(s)

Lizee, Erika (elizee)

Mora, Priscilla (pmora)

College

Moorpark College

Discipline (CB01A)

DES - Design

Course Number (CB01B)

M100

Course Title (CB02)

Design and Society

Banner/Short Title

Design and Society

Credit Type

Credit

Start Term

Fall 2022

Formerly

GR M10 - Design and Society

Catalog Course Description

Examines the fundamentals of design including design theory, the language and history of design, and contemporary design practices. Emphasizes the basic principles and the human experience in design, including graphic design and advertising, industrial design, environmental design, and media arts.

Course Credit Limitations: Credit will not be awarded for both the honors and regular versions of a course. Credit will be awarded only for the first course completed with a grade of "C" or better or "P". MC Honors Program requires a letter grade.

Taxonomy of Programs (TOP) Code (CB03)

1030.00 - *Graphic Art and Design

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

A (Transferable to both UC and CSU)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

D - Possibly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

(L) Letter Graded

Alternate grading methods

(O) Student Option- Letter/Pass

(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity**Laboratory****Minimum Contact/In-Class Laboratory Hours**

0

Maximum Contact/In-Class Laboratory Hours

0

Total in-Class**Total in-Class****Total Minimum Contact/In-Class Hours**

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class**Internship/Cooperative Work Experience****Paid****Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

105.00

Maximum Outside-of-Class Hours

105.00

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Student Learning Outcomes (CSLOs)**Upon satisfactory completion of the course, students will be able to:**

- | | |
|---|--|
| 1 | analyze and evaluate the various aspects of design, considering the design process, context, aesthetics, rhetorical use, expressive value, and sustainability. |
| 2 | discuss the use of the elements and principles of design in contemporary and historical works. |
| 3 | recognize the influence design has on society and society has on design. |

Course Objectives**Upon satisfactory completion of the course, students will be able to:**

- | | |
|---|---|
| 1 | identify and analyze, in writing and discussion, design characteristics related to aesthetic and technical processes. |
| 2 | describe and analyze the human experience in design and the role of design as an agent of change in society. |
| 3 | interpret physical, psychological, spiritual, cultural, social and personal needs in design thinking. |

- | | |
|---|---|
| 4 | recognize sociological issues in design studies (gender, diversity, ethics and politics). |
| 5 | use of design language and terminology. |
| 6 | define and analyze the use of elements and principles of design in historical and contemporary works and design from everyday life. |
| 7 | recognize, differentiate, and describe the processes used in design thinking. |
| 8 | identify and apply criteria for forming students' own ideas and critical thinking skills in relation to design. |

Course Content

Lecture/Course Content

- (5%) 1. What is Design?
- (10%) 2. Design Aesthetics
- (10%) 3. Making Meaning in Design
- (5%) 4. Simplicity and Complexity in Design
- (5%) 5. Design and Emotion
- (10%) 6. Design Thinking
- (5%) 7. Branding
- (5%) 8. Visual Identity
- (5%) 9. The Power of Typography
- (10%) 10. Designers' Vision and Voice: Design as Agent for Change
- (5%) 11. Bridging Physical and Digital
- (5%) 12. Design is not an Art Form
- (5%) 13. Advertising's Past, Present, and Future
- (5%) 14. Design for Science
- (10%) 15. Design for the New Economy

Laboratory or Activity Content

None

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Essay exams
 Objective exams
 Oral presentations
 Problem-solving homework
 Research papers
 Written analyses
 Written homework
 Classroom Discussion
 Projects
 Participation
 Reports/Papers/Journals

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
 Case studies
 Class activities
 Class discussions
 Distance Education
 Group discussions
 Instructor-guided interpretation and analysis

Internet research
Lecture

Describe specific examples of the methods the instructor will use:

Through the use of audio-visual presentations, assigned readings, and exploration of design galleries, the instructor will introduce students to the role of design in society. The students will then reflect upon the materials in online group discussions, internet research, reflection writings and quizzes, on which the instructor will give feedback.

Representative Course Assignments

Writing Assignments

- Select and research a contemporary designer, in consultation with the instructor, and prepare a paper and presentation based on research; describe the designer's work, philosophy, and background as well as their influence.
- Analyze the quotation "All works of design are by their nature abstract." Do you agree or disagree with this statement? Why or why not?
- View and comment upon the images from the list and read the background information in the book "Meggs' History of Graphic Design"; answer such questions as which designer seems most interested in sending a message? or which one seems to be more open to interpretation? or how do these designers convey the message in their work?

Critical Thinking Assignments

- Compare and contrast various approaches to design thinking.
- Prepare oral presentations and research papers on selected design work.

Reading Assignments

- Read about the influence of typography on society and be prepared to discuss how Futurists challenged the Renaissance tradition in typographic design.
- Read Jessica Helfand (2000) "Sticks and Stones Can Break My Bones but Print Can Never Hurt Me: A Letter to Fiona on First Reading "The End of Print"" in preparation for the class discussion about the influence of David Carson on contemporary typography.

Outside Assignments

Representative Outside Assignments

- Visit the Design Museum website and select the design examples that reflect different design aesthetics and prepare for class presentation.
- Watch Paula Antonelli's TED Talk "Design and the Elastic Mind" in preparation for the class discussion about blurring the line between science, art, and design".

Articulation

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
UCLA	DMA 5	Introduction to Design: Media Arts	4
CSU Los Angeles	TECH 1300	Introduction to Graphic Communications	3
Cal Poly SLO	GRC 101	Introduction to Graphic Communication	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

C1. Fine/Performing Arts

Approved

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable

Yes

CSU Baccalaureate List effective term:

F1998

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

C1 Arts: Arts, Cinema, Dance, Music, Theater

Approved

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

UC TCA

UC TCA

Approved

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 3A: Arts

Approved

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type

Textbook

Classic Textbook

Yes

Description

Meggs, Philip B., and Alston Purvis. *Meggs' History of Graphic Design*. 6th ed., Wiley, 2016.

Resource Type

Textbook

Description

Wilhide, Elizabeth. *Design: The Whole Story*. Prestel, 2016.

Resource Type

Textbook

Description

Brown, Tim. *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*. Revised and updated ed., Harper Business, 2019.

Library Resources**Assignments requiring library resources**

Research, using the Library's print and online resources, the background, philosophy, and influence of a contemporary designer.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Utilize library resources to research and write a paper on an historical designer, describing her/his influence on the history of the medium and her/his contribution to the field.

Distance Education Addendum**Definitions****Distance Education Modalities**

Hybrid (1%–50% online)
Hybrid (51%–99% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Examinations

Hybrid (1%–50% online) Modality

Online

Hybrid (51%–99% online) Modality

Online

Primary Minimum Qualification

GRAPHIC ARTS

Additional Minimum Qualifications**Minimum Qualifications**

Multimedia

Review and Approval Dates**Department Chair**

05/04/2021

Dean

05/06/2021

Technical Review

09/16/2021

Curriculum Committee

10/19/2021

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

MM/DD/YYYY

Control Number

CCC000427200

DOE/accreditation approval date

MM/DD/YYYY