

WINONA STATE UNIVERSITY
NEW AND REVISED COURSE AND PROGRAM APPROVAL FORM

Routing form for new and revised courses and programs.

Course or Program: ART 441_History of Modern Design

Department Recommendation	
<u>APlummer</u> Department Chair	<u>16 Oct 13</u> Date
_____ APlummer@winona.edu e-mail address	
Dean's Recommendation	
_____ <input checked="" type="checkbox"/> Yes _____ <input type="checkbox"/> No* Dean of College	<u>Oct 22, 2013</u> Date
*The dean shall forward his/her recommendation to the chair of the department, the chair of A2C2, and the Vice President for Academic Affairs.	
A2C2 Recommendation	
_____ <input checked="" type="checkbox"/> Approved _____ Disapproved	
<u>[Signature]</u> Chair of A2C2	<u>11/6/13</u> Date
Graduate Council Recommendation	
(if applicable) _____ Approved _____ Disapproved	
_____ Chair of Graduate Council	_____ Date
_____ Director of Graduate Studies	_____ Date
Faculty Senate Recommendation	
_____ Approved _____ Disapproved	
_____ President of Faculty Senate	_____ Date
Academic Vice President Recommendation	
_____ Approved _____ Disapproved	
_____ Academic Vice President	_____ Date
Decision of President	
_____ Approved _____ Disapproved	
_____ President	_____ Date
Please forward to Registrar.	
Registrar _____ Date entered	Please notify department chair via e-mail that curricular change has been recorded.

WINONA STATE UNIVERSITY
REQUIRED CHECKLIST FOR ALL CURRICULAR PROPOSALS

Course or Program ART 441 History of Modern Design

This checklist enables A2C2 representatives to endorse that their departments have accurately followed the Process for Accomplishing Curricular Change. For each course or program proposal submitted to A2C2, this checklist must be completed, signed by the submitting department's A2C2 representative, and included with the proposal when forwarded for approval. Peer review of proposals is also strongly advised, e.g., departments should discuss and vote on the proposals *as submitted to A2C2*, rather than on just the ideas proposed or drafts of proposals.

If a proposal fails to follow or complete any aspect of the process, the Course and Program Proposal Subcommittee will postpone consideration of the proposal and return it to the department's A2C2 representative for completion and resubmission. Resubmitted proposals have the same status as newly submitted proposals.

Note: This form need not be completed for notifications.

1. The appropriate forms and the "Approval Form" have been completed in full for this proposal. All necessary or relevant descriptions, rationales, and notifications have been provided.
 Completed
- 2a. The "Financial and Staffing Data Sheet" has been completed and is enclosed in this proposal, if applicable.
 Completed NA
- 2b. For departments that have claimed that "existing staff" would be teaching the course proposed, an explanation has been enclosed in this proposal as to how existing staff will do this, e.g., what enrollment limits can be accommodated by existing staff. If no such explanation is enclosed, the department's representative is prepared to address A2C2's questions on this matter.
 Completed NA
3. Arrangements have been made so that a department representative knowledgeable of this proposal will be attending both the Course and Program Proposal Subcommittee meeting and the full A2C2 meeting at which this proposal is considered.
 Completed
Name and office phone number of proposal's representative: CHUNK MAH #5394
4. Reasonable attempts have been made to notify and reach agreements with all university units affected by this proposal. Units still opposing a proposal must submit their objections in writing before or during the Course and Program Proposal Subcommittee meeting at which this proposal is considered.
 Completed NA
5. The course name and number is listed for each prerequisite involved in this proposal.
 Completed NA
6. In this proposal for a new or revised program (major, minor, concentration, etc.), the list of prerequisites provided includes all the prerequisites of any proposed prerequisites. All such prerequisites of prerequisites are included in the total credit hour calculations. Completed NA
7. In this proposal for a new or revised program, the following information for each required or elective course is provided:
 - a. The course name and number.
 - b. A brief course description.
 - c. A brief statement explaining why the program should include the course. Completed NA
8. This course or program revision proposal:
 - a. Clearly identifies each proposed change.
 - b. Displays the current requirements next to the proposed new requirements, for clear, easy comparison. Completed NA
9. This course proposal provides publication dates for all works listed as course textbooks or references using a standard form of citation. Accessibility of the cited publications for use in this proposed course has been confirmed.
 Completed NA

Department's A2C2 Representative or Alternate

Date

WINONA STATE UNIVERSITY

PROPOSAL FOR A NEW COURSE

This form is to be used to submit a proposal for a new undergraduate or graduate course. Every item on this form must be completed prior to submission to A2C2. The department proposing a new course must include a *Financial and Staffing Data Sheet* and a *New and Revised Course and Program Approval Form* with the department chairperson's and Dean's signatures. Refer to Regulation 3-4, *Policy for Changing the Curriculum*, for complete information on submitting proposals for curricular changes.

Department Art Date 10/02/13

441 Course No. History of Modern Design Course Title 3 Credits*

This proposal is for a(n): Undergraduate Course Graduate Course

Is this course for USP? Yes** No Is this course for GEP? Yes** No

List all Major Codes to which this proposal applies as a required course: None

List all Major Codes to which this proposal applies as an elective course: ARTS; ARTG

List all Minor Codes to which this proposal applies as a required course: None

List all Minor Codes to which this proposal applies as an elective course: ARTS; ARTG

Prerequisites ART 222

Grading method Grade only P/NC only Grade and P/NC Option

Frequency of offering Once per year

What semester do you anticipate that will this course be offered for the first time? Spring 2014

Note: The approval process for a new course typically takes at least four to six weeks

* If this course will change the number of credits for any major or minor, the form *Proposal for a Revised Program* must also be submitted and approved according to the instructions on that form. N/A

**For General Education Program (GEP) or University Studies (USP) course approval, the form *Proposal for General Education Courses* or *Proposal for University Studies Courses* must also be completed and submitted according to the instructions on that form. N/A

Please provide all of the following information:

(Note: a syllabus or other documentation may not substitute for this)

A. Course Description

1. Description of the course as it will appear in the WSU catalog, including the credit hours, any prerequisites, and the grading method. If the course can be repeated, indicate the maximum number of credit hours for which this can be done.

441 - History of Modern Design (3 S.H.). An in-depth examination of the history and development of modern design, from circa 1800 until the present day. Much attention is paid to the relationship between design innovation and social and technological change. Design objects, tendencies, and movements are analyzed at length. Prerequisite: ART 222.

2. Course outline of the major topics, themes, subtopics, etc., to be covered in the course. This outline should be, at a minimum, a two-level outline, i.e., consisting of topics and subtopics. This information will be submitted to MnSCU by the WSU Registrar's office.

I. What is Design?

- i. Design and craft
- ii. Design as products, technology, and process

iii. Design and modernity

II. Rococo, Neoclassicism, and the golden age of print

- i. Guilds, the Monarchy and the market
- ii. The Neoclassical revolution
- iii. Designing for the marketplace: the emerging public sphere

III. The Machine Age: the first industrial revolution

- i. New reproduction processes and the invention of photography
- ii. Historicism and Victorian Eclecticism
- iii. The Gothic Revival
- iv. The Great Exhibition and the Arts and Crafts movement
- v. The lithograph, the telegraph, electrification, and the great growth of advertising

IV. A new style for a new world: Art Nouveau

- i. Japonisme and Orientalism
- ii. Art Nouveau and the Gesamtkunstwerk
- iii. Jugendstil and the Vienna Secession
- iv. The 1900 Exposition Universelle and the fin de siècle

V. High and Radical Modernism

- i. The Jugendstil and the New Objectivity
- ii. Futurism and design
- iii. Dada, collage, and photomontage
- iv. Constructivism in Russia
- v. De Stijl, The Bauhaus, and die neue typographie
- vii. The propaganda poster

VI. Modernism and Modernity

- i. Art Deco and the American century
- ii. Consumer advertising and the graphic design profession
- iii. The New York School and the international typographic style
- iv. Global modernisms: Scandinavia, Japan, Australasia, California...

VII. The 1960s onward: Globalization and Post-Modernism

- i. Pop Art as design
- ii. Plastics and the shift to postmodernism
- iii. Postmodern architecture and its influence
- iv. Counterculture, deconstruction, punk
- v. Design as a global discipline

VIII. Design in the Digital Age

- i. The democracy of technology (Apple, Adobe, and design for all)
- ii. Graphic design in a digital age
- iii. Photography (and craft) go digital
- iv. Beyond the object: designing virtual realities
- v. Towards the future

3.a Instructional delivery methods utilized: (Please check all that apply).

Auditorium/Classroom: X	ITV	Online	Web Enhanced	Web Supplemented
Laboratory:	Service Learning	Travel Study	Internship/Practicum	
Other: (Please indicate)				

3.b. MnSCU Course media codes: (Please check all that apply).

None: X	3. Internet	6. Independent Study	9. Web Enhanced
1. Satellite	4. ITV Sending	7. Taped	10. Web Supplemented
2. CD Rom	5. Broadcast TV	8. ITV Receiving	

4. Course requirements (papers, lab work, projects, etc.) and means of evaluation.

The course assessment schedule consists of a mark for preparation and participation in class discussions, two research essays (one of 1500 words, due mid-term; the other 2500 words, due on the last day of classes) and a final exam. The respective weighting of these evaluations is: 10% (class participation); 20% (first essay); 35% (second essay); and 35% (final exam).

5. Course materials (textbook(s), articles, etc.).

The course textbook is *History of Modern Design* (Prentice Hall, NY: 2010), by David Raizman.

6. List the student learning outcomes for this course and how each outcome will be assessed.

I. The student will develop an understanding of design as a series of responses to the changing conditions of modernity.

Assessed by: classroom discussions, research essays, final exam.

II. The student will acquire a knowledge of the chronology of design objects, movements, and tendencies.

Assessed by: classroom discussions, final exam.

III. The student will develop an appreciation of the goals and objectives of design objects: the myriad perceived problems and deficiencies that design objects (and movements) address themselves to.

Assessed by: classroom discussion, research essays, final exam.

IV. The student will develop an understanding of how technology and technological development act as enabling parameters for cultural change, including in design.

Assessed by: classroom discussion, research essays.

V. The student will develop an appreciation of the human and cultural diversity expressed in design.

Assessed by: classroom discussions, research essays, final exam.

VI. The student will develop skill in reading and comprehending complex theoretical texts about design and design objects.

Assessed by: research essays.

VII. The student will acquire skill in researching selected topics, in organizing his/her research within the parameters of an academic essay, and of expressing himself/herself in writing.

Assessed by: research essays.

B. Rationale

Provide a rationale for the new course. The rationale should include the following items.

1. A statement of the major focus of the course.

This course surveys the emergence and development of design as a modern creative discipline, beginning in the late 18th century and continuing to the present day. Design is framed as a set of responses to modernity from within craft and applied art traditions, and the course focuses on the myriad interconnections between innovation in design and social and technological change. The course investigates design innovation across disciplines, moving between graphic and industrial/product design, furniture making and architecture, as well as between cinematic and digital design. In addition, the frequently close connections between design and modern (fine) art are examined at length. The course seeks to instill in students a detailed understanding and appreciation of design history, including (but not limited to) the goals and objectives of different design movements, design's changing relationship to technology, and relevant criteria for critically assessing individual examples of design. As the course carries a writing flag, the development and improvement of students' writing skills constitutes another objective.

2. A statement of how this course will contribute to the departmental curriculum.

The majority (60%) of departmental majors are enrolled in the graphic design program. While the department offers a number of art history courses to supplement the Studio Arts and Art Education majors, none of these have specifically addressed design as a discipline. This course will educate graphic design majors in the history and theory of their practice, thus greatly strengthening the departmental curriculum. In addition, the course will offer Studio Art and Art Education majors an opportunity to engage with a discipline that has itself profoundly influenced modern and contemporary art.

3. A statement of why this course is to be offered at this level (i.e. 100-, 200-, 300-, 400-, or 500-level).

This course will be offered at 400 level as it engages in an in-depth, substantial examination of its topic. In addition, it is aligned with other upper-level art history courses. The course also fulfills a writing flag.

4. Identification of any courses which may be dropped, if any, if this course is implemented.

Other upper-level art history courses (including ART 438 Early 20th Century Art and ART 440 Realism in Modern and Contemporary Art) will be offered less frequently, if at all.

C. Impact of This Course on Other Departments, Programs, Majors, and Minors

Provide a statement of the impact of this course on other departments, programs, majors, and minors.

1. Clearly state the impact of this course on courses taught in other departments. Does this course duplicate the content of any other course? Is there any effect on prerequisites for this or any other courses? None.
2. Would approval of this course change the total number of credits required by any major or minor of any department? If so, explain the effects which this course would have. N/A
3. If this course has an impact on the major or minor of any other department or program, it is the responsibility of the department submitting the course proposal to send written notification to the department(s) or program(s) affected. State clearly which other programs are affected by this proposal and whether the other departments have been notified and/or consulted. Attach letter(s) of understanding from impacted department(s). N/A

D. Attach to This Proposal a Completed

1. *Financial and Staffing Data Sheet*
2. *New and Revised Course and Program Approval Form*

E. Department Contact Person for this Proposal:

_____ Adrian Barr _____ ext_5529 _____ ABarr@Winona.edu _____
 Name (please print) Phone e-mail address

F. Review by Department A2C2 Representative

I have reviewed this proposal and certify that it is complete _____
 Signature of A2C2 representative

Definitions for codes in 3a and 3b:

- 01-Satellite:
- 02- CD ROM:
- 03- Internet: Predominately = where all, or nearly all, course activity occurs in an online environment. One to two activities may occur face-to-face in a classroom, with the maximum being two activities.
- 04 – ITV Sending: a course in which students are in the classroom with the instructor, other students join via interactive television technology from other geographically separate locations
- 05 – Broadcast TV:
- 06 – Independent Study: a course in which the teacher develops specialized curriculum for the student(s) based on department guidelines in the University course catalog
- 07 – Taped: a course in which the teacher records the lessons for playback at a later date
- 08 – ITV Receiving: a course in which students are not in the classroom with the teacher, other students join via interactive television technology from other geographically separate locations
- 09 – Web Enhanced- Limited Seat Time: For a course in which students are geographically separate from the teacher and other students for a majority of required activities. However, some on-site attendance is required. The course includes synchronous and/or asynchronous instruction.
- 10 – Web Supplemented- No Reduced Seat Time: For a course utilizing the web for instructional activities. Use of this code may assist your college/university in tracking courses for “smart classrooms” and/or facility usage.

WINONA STATE UNIVERSITY FINANCIAL AND STAFFING DATA SHEET

Course: *ART 441: History of Modern Design*

1. Would this course or program be taught with existing staff or with new or additional staff? If this course would be taught by adjunct faculty, include a rationale.

This class would be taught by existing staff: Dr. Adrian Barr. Adrian has previously taught design history at Massey University, New Zealand. No additional staff will be required.

2. What impact would approval of this course have on current course offerings? Discuss number of sections of current offerings, dropping of courses, etc.

Offering this course would result in other upper-level art history courses being offered less often. While ART 439 (Art After 1945) will still be offered each Fall Semester, ART 438 (Early 20th Century Art), and Art 437 (19th Century Art) will likely now be offered every 2-3 years.

3. What effect would approval of this course have on the department supplies? Include data to support expenditures for staffing, equipment, supplies, instructional resources, etc.

There would be minimal or no effect on department supplies. The course does not require studio time, art supplies, or other resources.