

ID 2202

HISTORY OF INDUSTRIAL DESIGN

Instructor: Joyce Medina, PhD.

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Textbook:

uploaded “texts” onto T-Square (<https://t-square.gatech.edu>).

This course satisfies a Humanities elective three-hour credit.

This course surveys the history of design from the Industrial Revolution to our contemporary times. It focuses on general design principles (formal, functional, historical, stylistic and ideological), historical data (influences, *zeitgeist*, “progress,” the avant-garde), the rise of industrial design as a profession (engineering vs. aesthetic concerns, studio vs. manufacturing plant), principles of mass production (new materials, product testing, consumer politics), the role of design programs and schools (multicultural perspectives, political correctness, gender/racial issues), and contemporary issues in design (human factors approaches, “universal design”, sustainable design).

Learning Objectives: Students will be able to define and discuss the major stylistic periods in the history of design; recognize the work of the major designers; understand the influence of art, politics, history, philosophy and technology on the evolution of these design movements; and utilize terminology and interpretive approaches to synthesize all of this material.

Organization: For each on-line lecture component, there will be uploaded onto T-Square a “text” which will provide the textbook material in support of that lecture topic.

Grades: There will be five essay tests. These tests will pose questions about the content in the lecture material and the uploaded texts; they are not cumulative and will cover only the material since the last test. These essay questions will be posted on t-square on Fridays and students will be responsible for returning their essay answers by midnight the following Monday. You will be notified about the details for submission.

Each test is worth 20% of the final grade. The final grade average will be determined using the following grade span: 90-100 is an A; 80 – 89.9 is a B; 70-79.9 is a C. 65-69.9 is a D. Passing, in the Pass/Fail category, is 65 and above.

Schedule of lectures

Week one: Introduction
Industrial Revolution design; Arts and Crafts Movement
Art Nouveau Design: France, Belgium
Art Nouveau: Scotland; Catalan Art Nouveau

Monday *Test #1 due*

Week two: Jugendstil, Secessionstil, Wiener Werkstatte, Early Modernism
Art Deco; Scandinavian Design
“Organic Architecture”: Frank Lloyd Wright

Monday *Test #2 due*

Week three: Bauhaus Design: Weimar, Dessau
International Style: Le Corbusier, Mies; De Stijl Design
World’s Fair, NYC; Streamlining

Monday *Test #3 due*

Week four; Rational Design; Ergonomics
Neofunctionalist Design; Mid-Century Modernism
Pop Design; Sustainable Design

Monday *Test #4 due*

Week five: Post Modern Appropriation
Brutalism; Deconstructionism
Blobism

Monday *Test #5 due*

Schedule is subject to change