ID 2202    HISTORY OF INDUSTRIAL DESIGN

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*This course satisfies a Humanities elective; 3-hour credit.
*There are no pre-requisites for this course.
*It is a five week course with on-line lectures posted Monday-Thursday.
*Students do not need to register with a Proctoring Service. Tests are essay in format and are submitted to the instructor for grading.

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, and contemporary issues in design (human factors approaches, “universal design”, sustainable design).

Learning Outcomes: 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 the different design movements; and utilize terminology and interpretive approaches to synthesize all of this material.

Organization: As an on-line course, the primary teaching aid is in the form of videotaped lectures of the instructor presenting the material of the course which are posted on gtcourses (https://gtcourses.gatech.edu). Each lecture is approximately one hour in length and presents surveyed material about different historical periods, styles and individual designers. Students are expected to view all on-line videos of lecture material to prepare for the tests. The tests will consist of essay questions derived from these lectures and they will be graded based on how accurately the student summarizes and incorporates the material from the on-line lectures into their essay answers.

Grades: There will be five essay tests. These tests are not cumulative and will cover only the material since the last test. These essay questions will be posted on t-square on Thursdays 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; Art Nouveau: Belgium, Scotland
Catalan Art Nouveau
Test #1

Week two: Jugendstil, Secessionstil, Wiener Werkstatte, Early Modernism
Art Deco; Scandinavian Design
“Organic Architecture”: Frank Lloyd Wright
Test #2

Week three: International Style: Le Corbusier, Mies; De Stijl Design
World’s Fair, NYC; Streamlining
Test #3

Week four: Rational Design; Ergonomics
Neo-Functionalist Design; Mid-Century Modernism
Pop Design; Sustainable Design
Test #4

Week five: Post Modern Appropriation
Brutalism; Deconstructionism
Blobism
Test #5

Schedule is subject to change