



Santa Reparata International School of Art
Course Syllabus

Semester Course

Course Title: Design and Social Movements in History

SRISA Course Number: CDES 3201

Maryville Course Number: ARTH 220

Credits: 3, Contact Hours: 45

1. COURSE DESCRIPTION

This course examines ethical, social and political issues in the fields of visual communication, history and contemporary art, and design practice. As globalization continues to spread throughout the world, a critical study of design for social change across contexts and cultures, and of the various media used in communication, becomes essential. Communication tools and strategies will be studied in order to analyze the visual elements and messages that promote social change. How such elements impact individuals, communities and societies that populate the world today will be crucial in order to create an awareness of today's cultural landscape. Readings, lectures, discussions, and research will stimulate research as a means to develop creative solutions for studio projects.

2. CONTENT INTRODUCTION

A critical need for the study of Design in Social Movements across contexts and cultures becomes essential as the world becomes more connected and enveloped in media. This study will affect issues related to communicational behavior, decision making, the quality of communication, public and private dialogue, and how the need to consider the ethical approach to this field impacts individuals and the communities and societies that populate the world today.

3. PREREQUISITES

There are no prerequisites for this course, however additional introductory courses in Communication and Advertising may be helpful.

4. GOALS AND OBJECTIVES

At the successful completion student will:

- be familiar with some of the challenges/development/ associated with old and new media
- develop critical thinking and decision-making skills relevant to being ethical consumers of media and/or working as professionals either in business, communication or media.
- have demonstrated progress in critical thinking, debate, communication and presentation skills

5. REQUIRED TEXTBOOKS AND MATERIALS

Textbook mandatory for this course:

- Liz:McQuiston: Visual Impact, creative dissent in the 21st Century. Phaidon, 2015

Suggested readings:

- David B Berman, Do Good Design. New Riders, 2009.

- Milton Gaser and Mirko Ilic, The Design of Dissent. Rockport, 2005

- Christopher Simmons, Just Design: Socially Conscious Design for Critical Causes. W+F Media, 2015

Recommended stores where to get the above listed textbooks are:
- Paperback exchange (<http://www.papex.it>), via delle Oche, 4 red
Aprox.cost: 25€

6. GRADING POLICY AND EVALUATION PROCEDURES

- 20% Attendance/Class participation
- 20% Mid-term paper
- 20% Final Paper
- 40% Assignments

Following grading system will be observed:

- A Excellent 4.0 (grade points awarded) 95% percentage of 100%
- A- 3.7, (90% to 94%)
- B+ 3.3 (87% to 89%)
- B Above Average 3.0 (83% to 86%)
- B- 2.7 (80% to 82%)
- C+ 2.3 (77% to 80%)
- C Average 2.0 (73% to 76%)
- C- 1.7 (70% to 72%)
- D Below Average 1.0 (60% to 69%)
- F Failure 0.0 (59% and below)
- W Withdrawal 0.0

7. PLAGIARISM AND COPYING

SRISA severally condemns ignorant plagiarism and copying during examinations. Any student that makes use of words or ideas taken from another person's work without properly citing credit for the specific purpose of deceiving their professor will receive an automatic "F" on that assignment or exam. Should the offense be repeated, the student will receive an automatic "F" in the class.

8. EXAMS

There are a Mid-term and a final exam for this course. Each exam consists in the presentation of a written short essay.

No make-ups are admitted for the exams and the dates of the exams cannot be changed for any reason. If a student is absent for the mid-term exam the final grade will be lowered by one full letter grade, if a student misses the final exam the final grade will be "F".

9. ATTENDANCE AND BEHAVIOR POLICY

Students are required to attend all classes. If you miss class without an excused absence your grade will be lowered by one letter grade for each unexcused absence. If you are ill you should obtain a doctor's note in order to receive an excused absence. Missing more than four classes will result in an "F" on your transcript.

- Excused absences require a doctor's note or a written note from the Director.
- Tardiness: After 20 minutes into class time, students are considered absent.
- Students who leave 20 minutes before class time ends will be considered absent.
- Arriving in class unprepared to work is considered an unexcused absence.
- The use of cellular phones is prohibited during class time.
- Students are expected to participate in class, act responsibly, and behave properly while on the school premises.
- Classrooms are to be left in order and clean.
- Students must take care of equipment and materials and promptly report any damage and/or loss.

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10. COURSE CALENDAR

WEEKS	TOPIC	STUDENT ASSIGNMENT
W1	Introduction to the course and walking tour of the city center looking at examples of past visual codes of communication	Take photos documenting the tour
W2	Revolution, industrialisation and mass communication - early satire and social critique from the XVIII and XIX century	Keynote presentation and Pdf handout given in class
	INTRO TO MIDTERM ASSIGNMENT: Make a research on the history of a specific social issue and use the information to create a timeline and slide presentation	Discussion
W3	Government propaganda vs political dissent. Design as a tool to change and society - bauhaus, constructivism	Keynote presentation and Pdf handout given in class
	Exercise: Make a pinterest board and leave a comment to the images	Pinterest Board
W4	I Am a Man! From slavery to the civil rights movement and the Arab Spring	Keynote presentation and Pdf handout given in class
	Work on Midterm Assignment	Research hours
W5	Visit to art exhibition in Bologna – to be confirmed	
W6	1960s awareness of ethics in graphic design - First Things First Manifesto 1964, 2000	Keynote presentation and Pdf handout given in class
	Keep working on Midterm Assignment and short review	Research hours
W7	MIDTERM PRESENTATION	
W8	MIDTERM BREAK	
W9	Graphic design, street art, conceptual art	Keynote presentation and Pdf handout given in class
	Exercise: make a research on your favourite street artist	Research hours

W10	Ad Busters, subversion and satire vs corporation and consumerism	Keynote presentation and Pdf handout given in class
	Exercise: chose two brands as examples of sustainability vs bad corporate culture and explain your motivation	Research hours
W11	The art of graphic dissent around the world. Economic and political unrest	Keynote presentation and Pdf handout given in class
	INTRO TO FINAL WORK: Choose an issue you feel strongly about and plan an awareness campaign including copy, graphics and chosen media.	Discussion
W12	Visual communication, international protest movements and contemporary politics	Presentation & discussion
	Start developing Final Work	Research hours
W13	Infographics as a tool to raise awareness	Keynote presentation and Pdf handout given in class
	Keep working on Final Work	Research hours
W14	Media, Propaganda and fake news in the contemporary world	Keynote presentation and Pdf handout given in class
	Review of Final Work	Research hours
W15	FINAL WORK PRESENTATION	

11. ACADEMIC ACCOMMODATIONS

SRISA strives to foster an all-inclusive learning environment that best caters to its students' needs. While faculty frequently work one-on-one with students, there are some situations in which special accommodations are required. Should a student have any academic accommodations regarding test taking or otherwise, they must present an official letter from their home University to the SRISA Director within the first week of class stating the accommodations.

12. DISCLAIMER

This Syllabus may be amended as the course proceeds. You will be notified of any changes.