

Art History/Design History

Design in London ~ Matthew Greenwell

UD only (Upper Division 300-500)/3 credit hours

This course will take advantage of the rich resources for 1st-hand exposure to designed objects available for direct study throughout London. The Victoria and Albert Art and Design Museum; the Tate Modern; and the London Design Museum each house extensive historic and contemporary design collections, and will collectively serve as primary texts for the course. Specific course content (readings, seminars, and research projects) will be motivated by current exhibitions in these venues as of the summer of 2013. Students will also visit the London-based Type Museum which houses a unique and massive collection of artifacts representing the legacy of type founding in England, and a number of commercial galleries who work to promote the production of contemporary and progressive design. Students will be asked to collect and study (through photography) examples of vernacular public typography and street art unique to London, and to examine these samples within the broader context of design's ability to shape and to mediate public life and experience. A preliminary selection of critical texts, includes: *The Meaning of Design* by Maurizio Vitta, *The Rhetoric of Neutrality* by Robin Kinross, and *The Lesser Arts* by William Morris. Through primary investigations, supplemented through class readings, seminars, projects and essays, the course will function as a broad survey of contemporary and historic design form, function, and aesthetics. Students will be asked to consider the boundaries of design practice as social, commercial, and political expression through a range of media and contexts.

Can the course be taken to fulfill major and minor requirements? YES

Can the course be taken to fulfill general elective credits? NO

Are there prerequisites for this course?

Art History Survey, Prehistory to Modern

Assessment Methods:

Journals %25

Each student will keep a journal documenting field trips, analyzing required readings, and providing written response to assigned exhibitions.

Individual Group Projects/Presentations %25

Each student will conduct a 15-minute presentation on design (graphic, industrial, typographic, etc.) within the specific context of design production in London, including contextual information, a summation of relevant readings and discourse, and a selection of images.

Seminar %25

Students are expected to read critical and expository texts on contemporary design and discuss these as a group. Active and insightful participation will be expected.

Seminars will be led by myself, as instructor, but will be guided by questions developed in advance of each seminar by individual students.

Summation %25

Students will take a written final exam consisting of artist identification and short essay questions.