

Course Number & Title: GID 01: History of Graphic Design

Breadth Criteria:

At Foothill College, the primary objective of the general education requirements is to provide students with the depth and breadth of knowledge and understanding required to be independent, thinking persons who are able to interact successfully with others as educated and productive members of our diverse society. Design and implementation of the general education curriculum ensures that students have exposure to all major disciplines, understand relationships among the various disciplines, and appreciate and evaluate the collective knowledge and experiences that form our cultural and physical heritage. General education courses provide content that is broad in scope and at an introductory depth, and all require critical thinking.

A general education enables students to clarify and present their personal views as well as respect, evaluate, and be informed by the views of others. This academic program is designed to facilitate a process that enables students to reach their fullest potential as individuals, national and global citizens, and lifelong learners for the 21st century.

In order to be successful, students are expected to have achieved minimum proficiency in math (MATH 105) and English (ENGL 1A, 1AH or ESL 26) before enrolling in a GE course.

A completed pattern of general education courses provides students with opportunities to acquire, practice, apply, and become proficient in each of the core competencies listed below.

- B1. Communication (analytical reading, writing, speaking, and listening skills including evaluation, synthesis, and research).
- B2. Computation (application of mathematical concepts, and/or using principles of data collection and analysis to solve problems).
- B3. Creative, critical, and analytical thinking (reasoning, questioning, problem solving, and consideration of consequence).
- B4. Community and global consciousness and responsibility (consideration of one's role in society at the local, regional, national, and global level in the context of cultural constructs and historical and contemporary events and issues).
- B5. Information competency (ability to identify an information need, to find, evaluate and use information to meet that need in a legal and ethical way) and digital literacy (to teach and assess basic computer concepts and skills so that people can use computer technology in everyday life to develop new social and economic opportunities for themselves, their families, and their communities).

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Please map each appropriate Course Outcome/Objective from the Course Outline of Record to the appropriate depth and breadth criteria.

Depth Map: Must include the following:

Depth Criteria for Area I - Humanities:

The humanities include courses in Arts and Letters that give students knowledge and understanding of significant works of the human intellect and imagination. These works cover all the varieties of human expression through time. Knowledge of the significance of the historical and cultural context in which the works are created and interpreted expands the students' awareness of the human condition, cultivating an appreciation of human values and achievements. Humanities courses should enable students to participate in social and cultural communities associated with artistic and literary endeavors, enriching their personal and professional lives.

A course meeting the Humanities requirement incorporates a multidisciplinary approach (drawing from **two or more** of the following - history, literature, philosophy, religion, language, and the arts) as it addresses and explores central questions about the meaning and experience of human life.

A course meeting the Humanities General Education Requirement **must** help students:

- H1. Acquire knowledge and understanding of significant artistic, literary, or philosophical works and the historical and cultural context in which the works were created and interpreted;
- H2. Deepen their knowledge of the human condition through systematic inquiry into consciousness, values, ideas, and ideals;
- H3. Develop appreciation for what is significant about human life and its creations;
- H4. Make reasoned judgments that reflect ethical and aesthetic human values;
- H5. Develop the ability to respond to artistic and literary works both analytically and affectively through writing as well as through other forms of artistic expression.

In addition, courses **must** identify how they will help students achieve **at least two** of the following learning outcomes:

- H6. Understanding of the ambiguities, vagaries, and value inherent in human language;
- H7. Appreciation of nonverbal communication to be found in the visual and performing arts;
- H8. Recognition of the variety of valid interpretations of artistic expression;
- H9. Appreciation of our common humanity within the context of diverse cultures;
- H10. Thinking critically, including the ability to find, recognize, analyze, evaluate, and communicate ideas, information, and opinions as they relate to the products of human intellect and imagination.

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H1. Acquire knowledge and understanding of significant artistic, literary, or philosophical works and the historical and cultural context in which the works were created and interpreted;

Matching course objective(s):

The student will be able to:

- analyze visual communication in historical and cultural context.
- discuss the relation of visual communication in various societal and cultural settings.
- understand the influence and impact of informative and persuasive media on culture.

H2. Deepen their knowledge of the human condition through systematic inquiry into consciousness, values, ideas, and ideals;

Matching course objective(s):

The student will be able to:

- analyze visual communication in historical and cultural context.
- discuss the relation of visual communication in various societal and cultural settings.
- understand the historical principles of visual communication.
- discuss issues and ramifications of the use of technology in visual communication.
- analyze content and purpose in relation to specific media.
- interpret images, symbols and typography.
- understand the influence and impact of informative and persuasive media on culture.
- discuss how images and icons of the past are being recontextualized to form new ideas and cross-cultural identities.

H3. Develop appreciation for what is significant about human life and its creations;

Matching course objective(s):

The student will be able to:

- analyze visual communication in historical and cultural context.
- discuss the relation of visual communication in various societal and cultural settings.
- understand the historical principles of visual communication.
- discuss issues and ramifications of the use of technology in visual communication.
- analyze content and purpose in relation to specific media.
- interpret images, symbols and typography.
- understand the influence and impact of informative and persuasive media on culture.
- discuss how images and icons of the past are being recontextualized to form new ideas and cross-cultural identities.

H4. Make reasoned judgments that reflect ethical and aesthetic human values;

Matching course objective(s):

The student will be able to:

- analyze visual communication in historical and cultural context.
- discuss the relation of visual communication in various societal and cultural settings.
- understand the historical principles of visual communication.
- discuss issues and ramifications of the use of technology in visual communication.
- analyze content and purpose in relation to specific media.
- interpret images, symbols and typography.
- understand the influence and impact of informative and persuasive media on culture.
- discuss how images and icons of the past are being recontextualized to form new ideas and

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cross-cultural identities.

H5. Develop the ability to respond to artistic and literary works both analytically and affectively through writing as well as through other forms of artistic expression.

Matching course objective(s):

The student will be able to:

- analyze visual communication in historical and cultural context.
- discuss the relation of visual communication in various societal and cultural settings.
- understand the historical principles of visual communication.
- discuss issues and ramifications of the use of technology in visual communication.
- analyze content and purpose in relation to specific media.
- interpret images, symbols and typography.
- understand the influence and impact of informative and persuasive media on culture.
- discuss how images and icons of the past are being recontextualized to form new ideas and cross-cultural identities.

Methods of Evaluation(s):

- Quizzes and tests
- Research or field journals
- Discussion

Depth Map: Additionally, must include at least two of the following:

H6. Understanding of the ambiguities, vagaries, and value inherent in human language;

Matching course objective(s):

The student will be able to:

- interpret images, symbols and typography.
- understand the influence and impact of informative and persuasive media on culture.
- discuss how images and icons of the past are being recontextualized to form new ideas and cross-cultural identities.

H7. Appreciation of nonverbal communication to be found in the visual and performing arts;

Matching course objective(s):

The student will be able to:

- interpret images, symbols and typography.
- understand the influence and impact of informative and persuasive media on culture.
- discuss how images and icons of the past are recontextualized to form new ideas and cross-cultural identities.

H8. Recognition of the variety of valid interpretations of artistic expression;

Matching course objective(s):

The student will be able to:

- analyze visual communication in historical and cultural context.
- discuss the relation of visual communication in various societal and cultural settings.
- discuss how images and icons of the past are recontextualized to form new ideas and cross-cultural identities.

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H9. Appreciation of our common humanity within the context of diverse cultures;

Matching course objective(s):

The student will be able to:

- analyze visual communication in historical and cultural context.
- discuss the relation of visual communication in various societal and cultural settings.
- discuss how images and icons of the past are being recontextualized to form new ideas and cross-cultural identities.

H10. Thinking critically, including the ability to find, recognize, analyze, evaluate, and communicate ideas, information, and opinions as they relate to the products of human intellect and imagination.

Matching course objective(s):

The student will be able to:

- analyze visual communication in historical and cultural context.
- discuss the relation of visual communication in various societal and cultural settings.
- discuss issues and ramifications of the use of technology in visual communication.
- analyze content and purpose in relation to specific media.
- interpret images, symbols and typography.
- understand the influence and impact of informative and persuasive media on culture.
- discuss how images and icons of the past are being recontextualized to form new ideas and cross-cultural identities.

Breadth Mapping: please indicate all that apply (if applicable)

B1. Communication (analytical reading, writing, speaking, and listening skills including evaluation, synthesis, and research)

Matching course objective(s):

The student will be able to:

- analyze visual communication in historical and cultural context.
- discuss the relation of visual communication in various societal and cultural settings.
- understand the historical principles of visual communication.
- discuss issues and ramifications of the use of technology in visual communication.
- analyze content and purpose in relation to specific media.
- interpret images, symbols and typography.
- understand the influence and impact of informative and persuasive media on culture.
- discuss how images and icons of the past are being recontextualized to form new ideas and cross-cultural identities.

B2. Computation (application of mathematical concepts, and/or using principles of data collection and analysis to solve problems).

Matching course objective(s):

The student will be able to:.

- analyze content and purpose in relation to specific media.
- interpret images, symbols and typography.
- understand the influence and impact of informative and persuasive media on culture.

B3. Clearly and precisely express their ideas in a logical and organized manner using the discipline-appropriate language

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Matching course objective(s):

The student will be able to:

- analyze content and purpose in relation to specific media.
- discuss how images and icons of the past are being recontextualized to form new ideas and cross-cultural identities.

B4. Community and global consciousness and responsibility (consideration of one's role in society at the local, regional, national, and global level in the context of cultural constructs and historical and contemporary events and issues).

Matching course objective(s):

The student will be able to:

- interpret images, symbols and typography.
- understand the influence and impact of informative and persuasive media on culture.
- discuss how images and icons of the past are being recontextualized to form new ideas and cross-cultural identities.

B5. Information competency (ability to identify an information need, to find, evaluate and use information to meet that need in a legal and ethical way) and digital literacy (to teach and assess basic computer concepts and skills so that people can use computer technology in everyday life to develop new social and economic opportunities for themselves, their families, and their communities).

Matching course objective(s):

The student will be able to:

- discuss issues and ramifications of the use of technology in visual communication.
- analyze content and purpose in relation to specific media.
- understand the influence and impact of informative and persuasive media on culture.

Requesting Faculty: Kent Manske_____

Date: 1/15/10

Division Curr Rep: Simon Pennington_____

Date: 1/20/10_____

REVIEW COMMITTEE USE ONLY:

Review Committee Members:

Joe Ragey, Sam Connell, Bernie Day

Comments:

The committee has reviewed and approved the above curriculum for HUMANITIES GENERAL EDUCATION.

Approved: X__ Denied:_____ CCC Co-Chair Signature: Joe Ragey_____ Date: 2/8/11_____