

Course Unit	History of Art and Design		Field of study	Audiovisuals and Media Production	
Bachelor in	Multimedia		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	1	Level	1-1
Type	Semestral	Semester	1	ECTS credits	3.0
Code	9213-656-1103-00-23				
Workload (hours)	81	Contact hours	T -	TP 30	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Raquel Cristina Sousa Pires

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the concepts of art and design, as wide and complex spaces in the evolution of the historical and social phases of the humanity's culture;
2. Outline integrative perspectives of the most relevant phases of History in Art and Design;
3. Establish conceptual, historical and social relations between Art and Design, seeking to highlight a critical sense about the act of designing;
4. Analyze transversally the aesthetic issues raised with the introduction of the machine and the production system along with the 19th, 20th and 21st century technical developments;
5. Recognize the Nineteenth, Twentieth and Twenty-First Century Art and Design (historical avant-garde movements), and the chronological order of events;
6. Associate the artistic and the design component with the learn factors that give rise to the current contemporary information society, interconnecting the movements of Modernity and Postmodernity;
7. Demonstrate visual culture and critical reflection on Art and Design.

### Prerequisites

Not applicable

### Course contents

1. History of Art and Design (Introduction) 2. Arts, Crafts and Industrialization (1851-1914). 3. Design and Modernism (1914-1944). 4. Post-war, neo-vanguards and postmodernism (1945-2000).

### Course contents (extended version)

1. History of Art and Design:
  - Object, Problems and Methodology;
  - Guidelines for analysis of Art and Design works;
  - Concepts of Art and Design;
  - The Industrial Revolution: from 1. 0 to 4. 0.
2. Arts, Crafts and Industrialization (1851-1914);
  - The Crystal Palace and the Great Exhibition of 1851;
  - William Morris and the Arts & Crafts Movement;
  - The American System of Manufacturing: Taylorism and Fordism;
  - Mechanization and Industry in Germany: Deutscher Werkbund.
  - The Art Nova and its multiplicities;
  - New Arts: Photography and Cinema.
3. Design and Modernism (1914-1944);
  - The Historical Vanguards: Futurism, De Stijl, Expressionism and Constructivism;
  - The Bauhaus, the workshops, the schools and W. Gropius.
  - The Art Deco;
  - Good Design vs. Streamlining.
4. The post-war, the neo-vanguards and postmodernism (1945-2000).
  - Swiss School and the International Style;
  - The Ulm School: Gute Form;
  - Pop and Postmodernism;
  - The Networked Society and the Digital Revolution.

### Recommended reading

1. França, J. A. (2001). História da arte ocidental 1750-2000. Lisboa: Livros Horizonte. ISBN: 9789722413945
2. Eskilson, S. J. (2019). Graphic Design: A History. 3rd edition. London: Laurence King Publishing. ISBN: 9781786273970
3. Meggs, P. B. , Purvis, A. W. (2006). Meggs' History of Graphic Design. Hoboken: John Wiley & Sons. ISBN: 9781118772058
4. Drucker, J. , McVarish, E. (2009). Graphic Design History: A Critical Guide. New Jersey: Pearson Prentice Hall. ISBN: 9780132410755
5. Massey, A. (2019). A Companion to Contemporary Design since 1945. Oxford: Wiley Blackwell. ISBN: 9781119111184

### Teaching and learning methods

1 - Exposure of theoretical contents; 2 - Launching proposals of theoretical individual work; 3 - Follow up and criticism on the development of the works; 4 - Final written exam.

### Assessment methods

1. Continuous Evaluation (internal and mobility): - (Regular, Student Worker) (Final)
  - Development Topics - 50% (Theoretical research work.)
  - Intermediate Written Test - 50%
2. Final examination - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100%
3. Exchange Students - (Regular) (Final, Supplementary)
  - Development Topics - 100% (Theoretical research work.)

### Language of instruction

Portuguese, with additional English support for foreign students.

## Electronic validation

Raquel Cristina Sousa Pires	Ana Lucia Jesus Pinto	Barbara Costa Vilas Boas Barroso	Luisa Margarida Barata Lopes
13-10-2023	13-10-2023	13-11-2023	11-12-2023