

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

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