



Title:	Design Theory History APPROVED
Long Title:	Design Theory History
Module Code:	ARCH6080
Duration:	1 Semester
Credits:	5
NFQ Level:	Fundamental
Field of Study:	Architecture & Urban Environment
Valid From:	Semester 1 - 2019/20 (September 2019)
Module Delivered in	2 programme(s)
Next Review Date:	April 2024
Module Coordinator:	Samuel Vardy
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Module Description:	Design Theory History explores the intersection of the cultural relationship between technology, culture and art which diverges to become design.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Explain the context and development of key movements, designers and periods from 1800s to the present day in the history of design.
LO2	Review the importance of a designer's body of work and their key influences.
LO3	Illustrate a movement through the work of a single designer.
LO4	Categorise the differences between movements and debate the reasons for counter movements.
LO5	Recognise the visual language pertinent to various movements and be able to identify that movement through a piece work.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named MTU module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

The Regency & Revivals Industrial Revolution

Neo-Gothic, Collegiate Gothic, Augustus Pugin (UCC & Cobh), Ruskin, Burges, Westminster Palace. Production of illustrated journals. Nash, Soane, Greek Revival. Expanding industry, culture of industry, new materials and process, beyond the printed page, wallpaper and fabric printing.

Victorian Taste & Style

Period of transformation, industrial Revolution, development of industry and technology, interventions, the beginning of mass production. Mansions, middle class houses, public buildings, shaker design, early skyscraper. Mass production of Print, development of new professions in print industry. Royal pavilion at Brighton by John Nash, the Great Exhibition, Joseph Paxton and Crystal Palace. Iron and glass, Industrialisation, printing, Morris and his wallpapers, Thonet and the Bentwood chair both mass production and the separation of design from art. Design society and standards, early design reform, industry and its discontents, Henry Cole and the Cole Group, popular graphic images.

Arts & Crafts Movement

William Morris, Ruskin. Germany -Muthusius writing about English housing and why its humanistic. Links to modernism – Voysey & Mackintosh. Netherlands, Berlage. America, Stickley and the Roycrofters, Bradley, Richardson. Frank Lloyd Wright the 'machine and technology'. Illustration and Type.

Art Nouveau

Horta, van de Velde, Gaudi, Japanese and Celtic revival influences. Art Nouveau in print, Alphonse Mucha, Will Bradley, Margaret Mac Donald Mackintosh.

The Vienna Secession & the Glasgow School

Joseph Olbrich, Otto Wagner and modern architecture, Joseph Hoffmann, Loos, Tiffany Sullivan, Macintosh, Deutscher Werkbund, Expressionism, graphic design and print, Henry van de Velde.

Modernism

The production line, pioneers of modernism, Muthesius, Deutscher Werkbund, De Stijl, Gerrit Rietveld, Lilly Reich. Revolutionary Graphics, Less is more. Eileen Gray.

Historicism & Art Deco

The Ecole des Beaux-Arts, Paris, Hunt, Mc Kim, Mead & White, public buildings, early skyscrapers, the rise of the Interior Decorator – De Wolfe, Wood McMillen. Saarinen and Cranbrook Academy, Stripped Classicism. Eclecticism for the masses, houses, apt, furniture. Art Deco: interiors, furniture design, textile Design, lighting, ocean liners. Industrial Design: Lowey product design, the introduction of technology, hiding it in furniture, a focus on geometry.

BAUHAUS

Theo Van Doesburg. Walter Gropius, Marcel Breuer, Ludwig Mies van der Rohe. The machine aesthetic, modernist textiles.

Organic Design

Danish Modern, Scandinavian glass & ceramics, Halsingborg Exhibition, La Ricostruzione, Festival of Britain

Totalitarian Style-War Architecture & Design

Prefabrication and use of steel. War technology, graphics, the birth of branding, war posters. Swiss neutrality & virtue, American Kitsch.

Post World War II

Cold war, Germany rationalism & recovery, Post WWII affluence, consumerism – light bulb theory, post war plastics, post war domestic design, Japan & quality control.

Space Age

Brand loyalty, disposable design, graphic sign posts, plastic fantastic the modern consumer.

Pop Art

Mid-century design, the birth of interiors and post pop art and design & 70s plastic interiors. Roy Lichtenstein, Claes Oldenburg, Andy Warhol, Eduardo Paolozzi. Back to the past, corporate identities, objects of desire, punk.

Postmodernism

Charles Jencks, Ettore Sottsass, Frog, Memphis Design, Portland building. Industrial chic, Alessi, style bibles, virtual desktop, problem solving, de-constructivism.

Minimalism

Refined design, abstract notions of space, light & immateriality. Phillip Stark, Japanese 'no brand', IKEA. Form follows fun, deconstructed typography, super star designers, upcycling.

Post Postmodernism

Meaning of miniaturization, technology, contemporary design, development in plastics, shock tactics, new British décor, hands on design.

Digital Design

Design with conscience, sustainability, modern retro, public realm.

Assessment Breakdown	%
Course Work	100.00%

Course Work				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Presentation	Visual timeline presentation of aspect from design history	1,4,5	40.0	Week 6
Essay	Draft essay proposal on aspect from design history	2,3,5	20.0	Week 9
Essay	Essay on aspect from design history (final submission)	2,3,5	40.0	Week 13

No End of Module Formal Examination

Reassessment Requirement
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>

The institute reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Delivery of module content	3.0	Every Week	3.00
Independent & Directed Learning (Non-contact)	Self directed learning	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

Workload: Part Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Delivery of module content	3.0	Every Week	3.00
Independent & Directed Learning (Non-contact)	Self directed learning	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

Module Resources

Recommended Book Resources

- Jeannie Ireland 2018, *History of Interior Design*, 2nd Ed., Fairchild Books an Imprint of Bloomsbury Publishing Inc 50 Bedford Sq, London, WC1B 3DP, UK. [ISBN: 9781501319884]
- John Pile 2013, *A History of Interior Design*, 4th Ed., Laurence King Publishing 361-373 City Road, London EC1V 1LR, UK. [ISBN: 9781780672915]
- David Raizman 2010, *History of Modern Design*, 2nd Ed., Laurence King Publishing 361–373 City Road, London, EC1V 1LR, UK. [ISBN: 9781856696944]

Supplementary Book Resources

- Stephen Calloway (Editor) 2005, *INTERIORS : ELEMENTS OF STYLE: Encyclopedia of Domestic Architectural Details*, 3rd Ed., Firefly Books, Limited Canada [ISBN: 9781554070794]
- DK 2013, *Great Designs*, 1st Ed., DK; UK [ISBN: 9781409319412]
- DK 2015, *Design: The Definitive Visual History*, 1st Ed., DK Lodon, UK [ISBN: 9780241185650]
- Grace Lees-Maffei 2010, *The Design History Reader*, 1st Ed., Berg Publishers Oxford, England [ISBN: 9781847883896]
- Judith Miller 1999, *Period Details Sourcebook*, 1st Ed., Mitchell Beazley UK [ISBN: 9781840001372]

This module does not have any article/paper resources

Other Resources

- Website: Victoria & Albert Museum *Periods and Style*, Victoria & Albert Museum, Victoria & Albert Museum, London, UK.
<https://www.vam.ac.uk/collections?type=periods-and-styles>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_DINAR_8	Bachelor of Science (Honours) in Interior Architecture	2	Mandatory
CR_DIARC_7	Bachelor of Science in Interior Architecture	2	Mandatory