

Disclaimer: This is an indicative syllabus only and may be subject to changes. The final and official syllabus will be distributed by the Instructor during the first day of class.

The American University of Rome

Art History Program

Department or degree program mission statement, student learning objectives, as appropriate

Course Title:	Italian Design
Course Number:	AH 203
Credits & hours:	3 credits
Pre/Co-Requisites:	A lower-level Art History course or permission of the instructor

Course description

This Art History course surveys the art of industrial production in Italy over the last two centuries focusing mainly on furniture, decorative arts and interior design with some brief insights into fashion, textiles and jewelry, household appliance and automotive design. The role of wider European and American influences in Italian production is examined. The course includes special visits to museums and specific districts in Rome. The goal of the course is to understand the role of artistic expression in industrial production and to develop skills to comprehend the art of everyday objects.

Entry Fees

Students are responsible for all entry fees.

Required Textbook (subject to change)

- Walter Benjamin. "The Work of Art in the Age of Mechanical Reproduction" (1935), in *Illuminations*, edited by Hannah Arendt, Schocken Books, New York 1969, pp. 1-26.
- Dardi, Domitilla & Pasca, Vanni, *Design History Handbook* (Silvana Editoriale, Cinisello Balsamo, Milan, 2019).
- Sparke, Penny, *Italian Design, 1870 to the Present* (Thames & Hudson, London, 1988).

Recommended Readings

- Fiell, Charlotte & Peter, *Design of the 20th Century* (Taschen, 1999).
- Forgacs, David & Robert Lumley, editors, *Italian Cultural Studies, an introduction* (Oxford, 1996).
- Greenhalgh, Paul, *Fair World. A History of World's Fairs and Expositions, from London to Shanghai, 1851-2010* (Papadakis, Winterbourne, UK, 2011).
- Heskett, John, *Industrial Design* (Thames & Hudson / Oxford U. P., 1980).
- Kaplan, Wendy, ed., *Designing Modernity, The Arts of Reform and Persuasion, 1885-1945, Selections from the Wolfsonian* (exhibition catalog), (Thames & Hudson, 1995).
- Sartogo, Piero, *Italian Re-Evolution, Design in Italian Society in the Eighties* (exhibition catalog, La Jolla Museum of Contemporary Art, 1982), (University of Washington, 1982).
- Whitford, Frank, *Bauhaus* (Thames & Hudson, 1984).
- Woodham, Jonathan, *Twentieth-Century Design* (Oxford University Press, 1997).

Course Learning Objectives

At the end of the course, students will be able to:

1. demonstrate a command of the course content (cite and employ facts concerning artworks, dates, etc.; relate these facts to historical contexts relevant to the artwork; and explain basic art-related terms and techniques)
2. cultivate the analytical and intellectual capacities necessary to engage course content (to report an objective observation and description of artworks; to appraise works of art through critical analytical methods, particularly formal analysis and iconographical analysis; and to formulate interpretations of works of art)
3. develop competent research and presentation skills (to formulate a thesis argument proposal; to develop and employ research skills, especially through a critical evaluation of source material; and to demonstrate effective oral and written presentation skills)

Course Learning Activities

Students will be asked to engage in a variety of learning activities designed to help each achieve the goals of the course.

- In-class worksheets and exercises: Worksheets handed out in class and completed on site are a regular occurrence in the course, and are designed to hone skills and knowledge in progress toward our course goals. Many worksheets are not graded, while some will be collected and assessed with feedback. (LOs 1 & 2)
- Quizzes: The periodic and unannounced quizzes will test students' acquisition of factual knowledge, terminology and techniques, and particularly that derived from the assigned readings. (LO 1)
- Method exercise: There is one written assignment due in the first half of the course designed to develop your confidence in the method of description, analysis and interpretation developed in this course. This will consist of a succinct and objective description of a work of art, then treated in a series of pertinent and focused analyses that explore its meaning with particular attention to the subject's specific original historical context, and concluding with an interpretation of the work. (LOs 1, 2 & 3)
- Research project: There is a written research paper required for this course. The progress of your research will be monitored in four phases:
 - phase 1 Thesis proposal: an objective description of the chosen work(s) of art & a tentative thesis statement (LOs 1, 2 & 3)
 - phase 2 Bibliography: a more well-developed thesis statement & bibliography (list of resources) for research: a list of possible sources of available material on your topic (books, articles, reliable web-based materials, etc.), arranged not alphabetically but in order of priority. (LO 3)
 - phase 3 Outline: presented as an Oral Presentation: a definitive thesis statement & an outline of your topic indicating the sequential steps of your argument and the relevant factual information to be used indicated briefly on the outline, delivered in a ten-minute oral presentation, with projection of relevant images. (LOs 1, 2 & 3)
 - phase 4 Research Paper: completed research paper . (LOs 1, 2 & 3)

- Class participation: Students are encouraged to complete the weekly readings before each lesson to provide for the greatest possible assurance of comprehension and participation in the discussion of the material. Note-taking during the lessons should be balanced with a considerable amount of looking and contributing to discussions with informed and insightful comments, questions and responses. The emphasis here is on quality, not quantity. (LOs 1, 2 & 3)
- Examinations: There is a midterm and a final examination, both identical in size and format.

Assessment tools

Worksheets (3 – 1% each))	3%
Quizzes (3 – 1% each)	3%
Method exercise	10%
Mid-term Exam	10%
Phase 1 Thesis Proposal	4%
Phase 2 Bibliography	5%
Phase 3 Outline & Oral Presentation	10%
Phase 4 Research Paper	15%
Class participation	10%
Final Exam	30%

COURSE SCHEDULE

Week	Topic	Reading
Week 1	Introduction to the Study of Design History methods of study Theory and practice of design in modern times Form & Function	Sparke, introduction, pp. 7 - 16 Forty, introduction, pp. 6-10
Week 2	Industrialization English Arts & Crafts	Heskett, chs. 1 - 3, pp. 10 – 67 Branzi, ch. 1, pp. 12 - 16
Week 3	Art Nouveau Italian Futurism	Massey, ch. 2, pp. 31 – 62 Sparke, ch. 1, pp. 19 - 39
Week 4	Dutch de Stijl & Russian Constructivism German Werkbund & Expressionism	Heskett, ch. 5, pp. 85 - 104 Whitford, ch. 6, pp. 51 - 65
Week 5	The Bauhaus	Woodham, ch. 2, pp. 29 - 56 essays from Bauhaus, A Conceptual Model (Berlin: Hatje Cantz, 2009)
Week 6	Art Deco & American Streamline Styling Nationalism	Woodham, ch. 3, pp. 65 – 81 Woodham, ch. 4, p. 87 - 109 Kaplan, ed., pp. 225 - 251 (Doordan essay)
Week 7	Italian Rationalism Midterm exam	
Week 8	Reconstruction Design of the 1940s	Sparke, ch. 3, pp. 75 - 119 Sartogo, ed. pp. 15 - 23 (Argan essay)
Week 9	Corporate Design of the 1950s	Sparke, ch. 4, pp. 121 - 158 Woodham, ch. 6, pp. 141 - 163
Week 10	Counter-Culture Design of the 1960s	Sparke, ch. 5, pp. 161 – 197 Branzi, chs. VI, VIII, pp. 51 – 61; 73 - 79.
Week 11	Culture Conscious Design of the 1970s Post-Modern Design of 1980s	Ambasz, ed., pp. 388 - 400 (Tafari essay) Sparke, ch. 6 & conclusion, pp. 199 - 231
Week 12	Post-Modern Design of 1980s Contemporary Design	Branzi, ch. XV, pp. 122 – 127 Forgacs & Lumley, eds, ch. 15, pp. 273 – 290
Week 13	Field trip: “Shopping”	
Week 14	FINAL EXAM	

ATTENDANCE POLICY

In keeping with AUR's mission to prepare students to live and work across cultures, the University places a high value on classroom experience. As a result attendance is expected in all classes and attendance records are maintained. The University's attendance policy is as follows:

1.0. Minimum Attendance Requirement: Students must attend a minimum of 70% of a course in order to be eligible to be considered for a passing grade.

1.1. Automatically Accepted Absences

Students will not be penalized for one absence from classes meeting once a week;

Students will not be penalized for three absences from classes meeting twice a week;

Students will not be penalized for four absences from classes meeting more than twice a week, as in the case of some intensive courses.

1.2. If further absences are recorded, grade penalties will be applied according to the Instructor's specific attendance policy, as stated in the syllabus, and following the institutional parameters given in the Note* below.

1.2.1. If the Instructor does not specify an attendance policy, there will be no grade penalty other than that attached to the minimum attendance requirement, and any penalized absences recorded above the basic 70% attendance requirement for the course will be invalidated.

1.3. During Summer sessions where courses are taught more intensively over a shorter period the following applies:

- Students will not be penalized for two absences from class.

2.0. Tolerated Absences

Certain categories of absence will not be penalized but they will be counted as an absence (for a 3-credit course meeting twice a week). These absences are:

- The Model United Nations (MUN);
- Permit to Stay,
- SG's "Ambassador Program" (Student Government initiative)
- Religious Holidays

The American University of Rome makes all reasonable efforts to accommodate students who must be absent from classes to observe religious holidays. (Please refer to the Provost's Office list of accepted absences for religious holidays)

Not attending a class due to the observance of a religious holiday will normally not be counted as an absence.

Students who will need to miss class in order to observe religious holidays must notify their Instructors by the end of the Add/Drop period (first week of classes), and must make prior arrangements with their Instructors to make up any work missed.

2.1. The list does NOT include academic field trips because these (including arrangements for travel) must not overlap with other classes.

3.0. Cases of prolonged absences caused by an emergency or a medical condition may require students to withdraw from some or all of their courses. Under such circumstances students should first consult their academic advisors.

*Note: No Instructor may penalize a student more than half a letter grade for each absence beyond the tolerated limit (e.g. from A- to B+).

Grade Point Average

A student's grade point average (GPA) is computed by multiplying the quality points achieved by the number of credits for each course. The result is then divided by the total number of credit hours taken. The Cumulative or Career Total Grade Point Average (CGPA) is the grade point average for all credit hours taken at the University and at approved study abroad programs. The GPA and CGPA are calculated by truncating after the second digit after the decimal point. Transfer credits have no effect on the CGPA at The American University of Rome.

Grades

Grades are posted on a secure area of the University's official website and are mailed to AUR degree students only upon written request. Grades are mailed to the various study abroad programs. Grades computed in the (GPA) reflect the following grade equivalents:

GRADE		GPA	
A	Excellent	4.00	94 – 100 points
A-		3.70	90 – 93.99 pts
B+	Very Good	3.30	87 – 89.99
B	Good	3.00	83 – 86.99
B-		2.70	80 – 82.99
C+		2.30	77 – 79.99
C	Satisfactory	2.00	73 – 76.99
C-	Less than Satisfactory	1.70	70 – 72.99
D	Poor	1.00	60 – 69.99
F	Failing	0.00	59.99 – 0
WU	Unofficial withdrawal counts as an F	0.00	
P	Applicable to development courses	0.00	
<i>Grades not computed into the grade point average are:</i>			
W	Withdrawal		
AUDIT (AU)	Only possible when the student registers for a course at the beginning of the semester as an audit student		
I	Incomplete work must be completed within the ensuing semester. Failure to do so results in automatically converting the I grade to the default grade, which is then computed into the grade point average		
P	Pass grade is applicable to courses as indicated in the catalog.		
WIP	Work in progress		