

HISTORY OF DESIGN II, 1925 - PRESENT



Prof. Robin Schuldenfrei

AH236

Friday, 10:00-12:45

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This lecture course traces multiple facets of the history of design from various historical, methodological, and theoretical perspectives. It will focus on design as widely conceived, from street culture to the catwalk, from the domestic interior to the corporate office headquarters, and from the prototype to the print advertisement. Covering a range of fields, including industrial design, graphic design, architecture, interior architecture, fashion, and film this course will examine objects as indices for larger social, cultural and political issues. Modern interiors, objects, and design trends alike will be interrogated as a means through which to examine concepts such as questions of taste, gender, notions of efficiency, patterns of promotion and consumption, craftsmanship, mass production, and the setting of design standards. Not only will it examine the designers and architects (such as Charles and Ray Eames, Buckminster Fuller, Bruce Mau) who have produced its material content, but also the influence of a new type of professional, the industrial designer. It examines how design might reflect or further issues of national identity, futurism and nostalgia, environmentalism and globalism. Through the study of objects, theories, and styles alike, this course seeks to come to terms with the complex relationships, social agendas, and varying theories concerning the ways in which design impacts our lives.