This upper-level undergraduate art history course offers students the opportunity to study the intertwined histories of design and culture across the worlds of fashion, communication, and interiors. Through lectures, films, readings, field trips, and independent research projects we will undertake case studies of important design projects like Sears-Roebuck catalog, the Wiener Werkstatte, and the 1968 Mexico Olympics, as well as the sponsorship of companies like Braniff Airlines, Ebony/Jet Magazines, and Target.

**COURSE OBJECTIVES AND LEARNING OUTCOME**

If you attend each class meeting and engage with the content of the lectures, do the required reading, work conscientiously on your research assignment, and participate in field trips and discussions, the end of the semester you should:

-- be familiar with important themes, theories, writings, and noteworthy examples in the history of modern fashion, communication, and interior design history

--acquire visual and spatial literacy: the ability to critically “read” and understand the significance of the designed world.

--develop research and writing skills, using library and online resources.
COURSE WEBSITE
The professor will maintain a Canvas course website. This is an important source of information and you should check it regularly. Look for announcements on Canvas, as well as the syllabus, assignments, class handouts, the attendance roster, calendar, and gradebook. TEXTS, REFERENCES, AND AUXILIARY MATERIALS will be available on Canvas as indicated in the syllabus.

COURSE EVALUATION
Your grade will be determined by the following criteria:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Attendance</td>
<td>5%</td>
</tr>
<tr>
<td>Reading Prep Quizzes</td>
<td>20%</td>
</tr>
<tr>
<td>Exams 2@25</td>
<td>50%</td>
</tr>
<tr>
<td>North Park Mall Assignment</td>
<td>25%</td>
</tr>
</tbody>
</table>

COURSE SCHEDULE

Introduction
January 14  Introduction and Kahoot Quiz

January 16  Film Viewing: Dior and I
Howard Becker, “Art Worlds and Collective Activity” (Canvas)

Module I: Versailles
January 21  Architecture, Landscape, Interiors
Film: The Architectural Development of Versailles
https://www.instagram.com/p/B7I7XQ0Idey/

January 23  Fashion and Interiors
Mimi Hellman, “Interior Motives: Seduction by Decoration in Eighteenth Century France” (Canvas)

Jones, “La Cour: Absolutism and Appearance” in Sexing La Mode: Gender, Fashion, and Commercial Culture in Old Regime France,

January 28  Graphic Design and Illustration of the Enlightenment
Meggs, Chapter 8
Module Two: The Sears Catalogue

January 30  The Catalogue and Fashion

  Thomas J. Schelereth, “Mail Order Catalogues as Resources in American Culture Studies”

  Charles E. Bess, “Glamour Words” American Speech, 1941 (Canvas)


February 4  The Kit House

  Film: Buster Keaton, “One Week” (Canvas)

  Herbert Gottfried “Building the Picture” (Canvas)

  Cook and Friedman, “Ahead of their Time: The Sears Catalog Prefabricated House” (Canvas)

Module Three: The City: Signs, Advertising, and Wayfinding

February 6 City Signs

  Henkin, “Commercial Imprudence and the Dictatorship of the Perpendicular” (Canvas)

  Film “Macy’s” (Canvas)

February 11  Signage and the Subway

  TBA

  Film “The Mostly True Story of Helvetica and the New York City Subway”

Module Four: The Wiener Werkstatte and Gesamtkunstwerk

February 13 Architecture and Interiors

  Houze, “From Wiener Kunst im Haus to Wiener Werkstatte: Marketing Domesticity with Fashionable Interior Design” (Canvas)

  Gronberg, Tag. “The Inner Man: Interiors and Masculinity in Early Twentieth-Century Vienna.” (Canvas)
February 18  Fashion

Houze, “Fashionable Reform Dress and the Invention of ‘Style’ in Fin de Siecle Vienna” (Canvas)

Film: “Before Coco Chanel there was Emilie Floge” (Canvas)

Module Five: The Kitchen: Consumption, Politics, and Identity

February 20  The Cold War

Oldenziel, “Kitchens as Technology and Politics: An Introduction” (Canvas)

Castillo, “The American Fat Kitchen in Europe” (Canvas)

Reid, “Our Kitchen is Just as Good: The Soviet Response” (Canvas)


February 25  Consumption Discussion

Vance Packard “How to Outmode a $4,000 in Two Years” from The Wastemakers

Thomas Hines, Populuxe (Canvas)

Nickles, “Refrigerator Design as a Social Process in the 1930s” (Canvas)

February 27 Exam Review

March 3  Exam

March 5  Research Introduction: North Park Mall

March 10 Spring Break

March 12 Spring Break

Module Six: Swinging London

March 17  Boutiques and Graphics: Carnaby Street and the Kings Road

Zimmermann, Maira. “Rua Augusta and Carnaby Street: The street as a setting for youth sociability in the 1960s.” Film, Fashion, and Consumption 2, no. 3 (2013): 247-258. (Canvas)

Breward, “Fashion Capitals: London” (Canvas)
March 19 Mod Fashion in London


Buszek, “Clothes Clothes Clothes Punk Punk Punk Women Women Women” (Canvas)

Podcast: “Punk Style” 99% Invisible

Module Seven: Black Design in the USA

March 24 Chicago Graphic

Wilson, “W.E.B. Du Bois’s Data Portraits”

Chris Dingwall, *Art, Commerce, and the Politics of Race: African American Designers in Chicago*

March 26 Ebony/Jet Architecture, Interiors, Fashion, and Graphics

Bivins, “Style and Substance: Ebony’s Fashion Fair” (Canvas)

Craig, “Respect and Pleasure: The Meaning of Style in African American Life” (Canvas)

Heaven “The Power of Fashion: Ebony Fashion Fair” (Canvas)

Module Eight: Braniff Airlines

March 31 Braniff and Design

Obinski, “Total Design: Corporate Identity and Braniff Airlines.” 282-342 (Canvas)

Lawrence, “A Big Life in Advertising” 32-44 (Canvas)

Film: Braniff Commercial Spots (Canvas)

April 2 Fashion and Uniforms: Guest Lectures: Sean Lopez and Annette Becker

TBA

Module Nine: Mexico City Olympics 1968

April 7 Olympic Design

Video, ‘The Groundbreaking Design of Mexico 1968” (Canvas)

Podcast: “Mexico Olympics” 99% Invisible (Canvas)
**April 9  Graphic Design**
“Radiant Discord: Lance Wyman on the ’68 Olympics and the Tlatelolco Massacre” (Canvas)

“Pictograms in the Olympics” Canvas (Canvas)

**Module Ten: Eames and the Role of the Designer**

**April 14  Film Viewing: The Artist and the Painter**

**April 16  Discussion: The Role of the Designer**
TBA

**Module Eleven: Target Design**

**April 23  Design for All**

Video  Target Design for All Microdocumentary (Trailer, Michael Graves, Issac Mizrahi, Deborah Adler)

**April 28  Store Design and Advertising**

Video “Target Challenges Amazon”  [https://www.youtube.com/watch?v=g8JbzLWSRog](https://www.youtube.com/watch?v=g8JbzLWSRog)

**April 30  EXAM REVIEW**

**NORTH PARK PROJECT DUE**

**May 5  FINAL EXAM**

**Summary of Due Dates**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Midterm</td>
<td>March 3</td>
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<tr>
<td>Final</td>
<td>May 5</td>
</tr>
<tr>
<td>North Park Project Proposal</td>
<td>April 7</td>
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<tr>
<td>North Park Final Project</td>
<td>April 30</td>
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<tr>
<td>Reading Prep Quizzes</td>
<td>January 16,23,28,30</td>
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<td></td>
<td>February 4,6,11,13,18,20,23</td>
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<tr>
<td></td>
<td>March 17,19,24,26,31</td>
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<td></td>
<td>April 7,9,23,28</td>
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Course Policies

Final Grade Scale
A  90-100
B  80-89
C  70-79
D  65-70

Attendance
Your success in this lecture course will depend on your exam grades but also in part, upon your attendance and active engagement. You are expected to be in class at every assigned meeting. An attendance sign-up sheet will be circulated. Be on time for class; arrivals later than 10 minutes after roll is taken may be counted as an absence.

Sometimes an illness, emergency, or other circumstances may cause you to miss class. Absence will only be excused in the case of serious medical or family problems. To be excused for an absence please notify me before class via email or immediately afterwards and provide proper documentation.

More than two unexcused absences will result in a reduced grade. Each absence beyond two will result in a reduction of your final earned grade. 5 points of your total score will be deducted from your final grade for each absence after three absences. For example, 4 absences=5 points deducted from your total points. A final course grade of 90 (A) will become and 85 (B).

If you miss class, try to borrow a classmate’s notes. Powerpoints will be posted after class to the course website.

If you experience serious personal or academic problems that interfere with your attendance please let me know before it wrecks your grade.

Acceptable Student Behavior
Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university’s expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu

Sexual Discrimination, Harassment, and Assault
UNT is committed to providing an environment free of all forms of discrimination and sexual
harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

Late or Missing Assignments
All assignments must be completed to pass the course, and submitted on the due dates, in person or through previously arranged electronic submission. Students will only be permitted to turn in late projects in the case of religious holiday observance or medical or family emergencies. Computer, disk, or printer malfunction are not valid excuses. Back up your work at all times. Late assignments will be penalized, with a drop of 10 points per day, including weekend days. Incompletes will be awarded only in instances of medical or severe family emergencies, or other unusual situations beyond the student’s control. Documentation will be required.

Electronic Citizenship
As many students have reported to me, the use of music players, email, or video games during class is distracting to those around you, and detrimental to your own learning and performance in class. A Canadian study has proven that laptop use in the classroom negatively affects student grades. [http://www.theglobeandmail.com/life/parenting/back-to-school/laptops-in-class-lowers-students-grades-canadian-study/article13759430/](http://www.theglobeandmail.com/life/parenting/back-to-school/laptops-in-class-lowers-students-grades-canadian-study/article13759430/) Therefore electronics will only be allowed when assignment require their use. Please turn off your cell phones, put away your ipad and laptops when you sit down. Accommodations may be made in the case of students with disabilities with official documentation.

In this course, I will often use email to send messages to students regarding announcements, assignments, and answers to questions. I am receptive to email messages from students; however, I prefer to meet with students in person during my office hours. I hold office hours every Wednesday 12-1 and by appointment. I encourage every student to take advantage of this opportunity to meet with me one on one. Given the size of the class I encourage every student to take advantage of this opportunity to meet with me. This is the ideal, appropriate time to ask for clarification about course material and policies, or to get help with your research project.

When that is not possible, feel free to email me, but you must allow at least 24 hours for my reply. Because email often takes the place of face-to-face communication, please maintain the same level of courtesy and respect in electronic communications that you would in conversation. Do not write something in an email that you would not feel comfortable saying in person.

Academic Integrity
Students in this class have the right to expect that their fellow students are upholding the
academic integrity of this University. Academic dishonesty is a serious offense because it undermines the bonds of trust and honesty between members of the community and defrauds those who may eventually depend on our knowledge and integrity. Such dishonesty includes cheating, fabrication, facilitating academic dishonesty, and plagiarism.

The University of North Texas has established a range of penalties for students guilty of plagiarism or academic dishonesty. Appropriate penalties include a failing grade for the course, a failing grade for the assignment, or a reduced grade or redone assignment or even expulsion from the University. All instances of serious plagiarism are reported to the Dean of Students.

Plagiarism is the most common form of academic dishonesty. Plagiarism can be a difficult concept to define; however simply put, plagiarism is using other people’s ideas and words without clearly acknowledging the source of that information. It is important to note that at the university we are continually exposed to other’s idea. We read ideas and words in textbooks, hear them in lectures, discuss them in class, and incorporate them into our own writing. You must always keep in mind that you must give credit where credit is due.

Plagiarism can occur in many forms and media. Although most commonly associated with writing, all types of scholarly work, including interior design projects, music, scientific data and analysis, and electronic publications can be plagiarized. Plagiarism includes, but is not limited to, the appropriation, buying, and receiving as a gift, or obtaining by any other means another’s work and the submission of it as one’s own academic work offered for credit.

To avoid plagiarism you must give credit (for example, in a footnote) whenever you use:
- another person’s idea, opinion, or theory;
- any facts, statistics, graphics, visual images (i.e.: drawings, videos, etc.) that are not common knowledge.
quotations of another person’s spoken or written words; or
paraphrase of another person’s spoken or written words

If you are unsure what constitutes plagiarism or academic dishonesty, or have difficulty addressing source material in your papers, please consult with the instructor.

**Syllabus Changes:** The syllabus is a reliable outline for the semester’s work, but readings and assignments may be changed at any time at the discretion of the instructor.

**American Disabilities Act:** The College of Visual Arts and Design is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course.

If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline.

Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Policy 18.1.14, at [www.unt.edu/oda](http://www.unt.edu/oda), and by visiting the ODA in Room 321 of the University Union. You also may call the ODA at 940.565.4323.

**Course Risk Factor:** According to University Policy, this course is classified as a category one course. Students enrolled in this course will not be exposed to any significant hazards and are not likely to suffer any bodily injury. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.

**University Emergency Notification & Procedures**
UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

**Building Emergency Procedures:** In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until an all clear signal is sounded. Follow the instructions of your teachers and act accordingly.
**Student Rights and Responsibilities:** Students in this course are subject to the University of North Texas code of student rights and responsibilities. By taking this course, you agree to refrain from any and all forms of physical and/or verbal abuse, harassment, threats, or intimidation towards students, faculty, staff or others associated with course delivery or instruction. Cases of harassment, threats or abuse will be reported to University authorities. See [www.unt.edu/csrr](http://www.unt.edu/csrr) for further information.

**Student Health Insurance**
Brochures for student insurance are available in the UNT Student Health and Wellness Center. Students who are injured during class activities may seek medical attention at the Student Health and Wellness Center at rates that are reduced compared to other medical facilities. If students have an insurance plan other than Student Health Insurance at UNT, they should ensure that the plan covers treatment at this facility. If students choose not to go to the UNT Student Health and Wellness Center, they may be transported to an emergency room at a local hospital. Students are responsible for expenses incurred there.

**Mental Health Services**
Both I and the University sincerely care about your well-being. There are significant resources to help you manage personal challenges during your studies. UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in
need, regardless of the issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

1. Student Health and Wellness
   Center 1800 Chestnut St.,
   Denton, (940)-565-2333
   M-Th: 8:00am-5:00pm
   [https://studentaffairs.unt.edu/student-health-and-wellness-center#programs](https://studentaffairs.unt.edu/student-health-and-wellness-center#programs)

2. Counseling and Testing Services*
   801 N. Texas Blvd, Denton, TX
   76210 Suite 140
   (940)-565-2741
   M-F: 8:00am-5:00pm
   [https://studentaffairs.unt.edu/counseling-and-testing-services](https://studentaffairs.unt.edu/counseling-and-testing-services)

3. UNT CARE Team*
   (940) 565-2648
   careteam@unt.edu
   [https://studentaffairs.unt.edu/care](https://studentaffairs.unt.edu/care)

4. Psychiatric Services (940)
   (940) 565-2333
   [https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)

5. Individual Counseling*
   (940) 369-8773
   [https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

*Services are free of charge to University Students

If at any time you are feeling alone or in jeopardy of self-harm, reach out to the following:

- NATL Suicide Hotline: 800-273-8255
- Denton County MHMR Crisis Line: 800-762-0157
- Denton County Friends of the Family Crisis Line: (940)-382-7273
- UNT Mental Health Emergency Contacts:
  - During Office Hours (M-F 8am-5pm): (940)-565-2741
• After Hour Calls: (940)-565-2741
• Crisis Text Line: Text CONNECT to 741741
• Live Chat: http://www.suicidepreventionlifeline.org
AEAH 4801 Case Studies in Design History                                                   UNT, Spring 2020

INSTRUCTOR: Dr. Paula Lupkin

Please sign this declaration of understanding and agreement with the above syllabus provisions and risk factor.

I ______________________________ (print) acknowledge that I have read the course syllabus. I understand the course structure, grading and attendance policies as well as the risk factor rating. I hereby agree to the syllabus and its provisions.

________________________________________________________________________
Course number and section                                             Risk Rating (1)

________________________________________________________________________
Student phone #, e-mail address (print)                                 Signature                                             Date

________________________________________________________________________
Faculty Name                                                             Signature                                             Date