



UNIVERSITI TEKNOLOGI MARA

ATH435: ART AND DESIGN HISTORY AND THEORY

<b>Course Name (English)</b>	ART AND DESIGN HISTORY AND THEORY <b>APPROVED</b>
<b>Course Code</b>	ATH435
<b>MQF Credit</b>	2
<b>Course Description</b>	This course will introduce students to the basic Art & Design. This includes the classical, modern and postmodern theory of Art, as well as pre-modern, modern and postmodern theory of Design. The method of appreciation will be based on the Formalism, Contextualism and the underlying Art & Design Theory. Weekly goals will also expose students to the stylistic development and movements in Art & Design through lecture, small sessions of open discussions and reflections. Tests will be carried through as progress marks. Final exam on the other hand, will assess student's ability to identify and describe major movements and theories from classical/pre-modern to contemporary Art & Design.
<b>Transferable Skills</b>	Comprehend and translate visual elements and apply them unto practical context verbally as well as in writing.
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Discussion
<b>CLO</b>	CLO1 Describe the theory and principles of Art and Design CLO2 Evaluate formalism and theory aspects of Art and Design CLO3 Demonstrate articulation in stylistic development studies in Art and Design
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Art History &amp; Theory</b> 1.1) Ancient Art 1.2) Egyptian Art 1.3) Mesopotamian Art 1.4) Aegean Art 1.5) Etruscan Art	
<b>2. Classical Art Theory</b> 2.1) Greek Art 2.2) Roman Art 2.3) Early Byzantine Art 2.4) Islamic Art 2.5) Renaissance 2.6) 17th, 18th Century Art	
<b>3. Modern Art Theory</b> 3.1) Fauvism 3.2) Expressionism 3.3) Cubism 3.4) Futurisme 3.5) Dadaisme 3.6) Surrealism 3.7) Abstract Expressionism 3.8) Pop Art	
<b>4. Postmodern Art Theory</b> 4.1) Post Modernism	
<b>5. Contemporary Art Theory</b> 5.1) Contemporary Art 5.2) Modern Malaysian Art	

**6. Introduction to Design History & Theory**

- 6.1) Pre Industrial Period
- 6.2) Industrial Revolution
- 6.3) Art & Craft
- 6.4) Judgenstil/ Art Nouveau
- 6.5) Deutscher Werkbund

**7. Modern Design Theory**

- 7.1) De Stijl
- 7.2) Bauhaus
- 7.3) Art Deco
- 7.4) Post War
- 7.5) POP

**8. Postmodern Design Theory**

- 8.1) Postmodernism

**9. Contemporary Design Theory**

- 9.1) Contemporary
- 9.2) Malaysian Design

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Test	Test 1	20%	CLO1
	Test	Test 2	20%	CLO2

Reading List	<p><b>Recommended Text</b></p> <ul style="list-style-type: none"> <li>• Wahiza Abdul Wahid 2012, <i>Sejarah Seni Lukis &amp; Seni Reka: Satu Pengenalan</i>, PST Enterprise Sdn. Bhd [ISBN: 9789834445935]</li> <li>• Charlotte Fiell, Peter Fiell 2012, <i>Design of the 20th Century</i>, Taschen America Llc [ISBN: 3836541068]</li> <li>• Anne D'Alleva 2012, <i>Methods &amp; Theories of Art History</i>, Laurence King Publishing [ISBN: 1856698998]</li> <li>• Marilyn Stokstad, Michael Cothren 2013, <i>Art History</i>, Pearson College Division [ISBN: 0205873480]</li> <li>• Pat Kirkham, Susan Weber 2013, <i>History of Design</i>, Yale University Press [ISBN: 0300196148]</li> <li>• Arnason, H. H 1986, <i>History of Modern Art: Painting, Sculpture, Architecture.</i>, Harry N. Abrams, Inc.</li> <li>• Francina, F. and Harrison, C 1982, <i>Modern Art and Modernism: A Critical Anthology.</i>, Paul Chapman Publishing Ltd</li> <li>• Chilvers, I., Osborne, H., and Fair, D., 1994, <i>The Oxford Dictionary of Art.</i>, Oxford University Press</li> <li>• Francina, F. and Harris, J, eds. 1995, <i>Art in Modern Culture: An Anthology of Critical Texts.</i>, Phaidon Press Limited</li> <li>• Art in Modern Culture: An Anthology of Critical Texts. 1982, <i>The Shock of the New</i>, Alfred A. Knopf</li> <li>• Hunter, S. and Jacobus, J, 1985, <i>Modern Art: Painting/Sculpture/Architecture.</i>, Harry N. Abrams, Inc.</li> <li>• Pointon, M. 1994, <i>History of Art: A Students' Handbook.</i>, Routledge</li> <li>• Lee, S. E 1982, <i>A History of Far Eastern Art</i>, Harry N. Abrams, Inc.</li> <li>• Stangos, N., ed 1994, <i>Concepts of Modern Art: From Fauvism to Post- Modernism</i>, Thames and Hudson</li> <li>• Norman, D.A., 2002, <i>The Design of Everyday Things</i>, Basic Books.</li> <li>• Lidwell, W. 2003, <i>Universal Principles of Design</i>, Rockport Publishers Inc.</li> </ul>
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources