

History of Industrial Design

Spring 2016

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Remember that there will be quizzes on these assignments. Some will be multiple choice, some short written answers. Some identifying important objects, some identifying important ideas. They are designed to force you to read and learn the content in manageable weekly doses in stead of cramming the night before a test and forgetting it all by dinner time.

Bold = Required (on a quiz)

Not Bold = Recommended (needed to be a complete person, but not on a quiz)

Reading for February 29

The Industrial Design Reader

TITLE	STARTING PAGE
Horatio Greenough	11
John Ruskin	14
Owen Jones	19

Industrial Design A to Z

TITLE	STARTING PAGE
Introduction	6
<i>Fiskars</i>	<i>214</i>
<i>James Hargreaves</i>	<i>257</i>
Josiah Wedgwood	516
<i>Richard Arkwright</i>	<i>36</i>
James Watt	513
Eli Whitney	525
<i>Coalbrookdale</i>	<i>144</i>
<i>Springfield Armory</i>	<i>461</i>
<i>Minton</i>	<i>353</i>
<i>Humphrey Davy</i>	<i>160</i>
Remington	418
George & Robert Stephenson	472
<i>Edwin Budding</i>	<i>114</i>
<i>Cyrus Hall McCormick</i>	<i>342</i>
Michael Thonet	488
<i>John Deere</i>	<i>166</i>
I K Brunel	110
<i>Case</i>	<i>128</i>
<i>Stanley</i>	<i>462</i>
Elias Howe	269
<i>Sir Henry Cole</i>	<i>148</i>

Reading for March 7

The Industrial Design Reader

TITLE	STARTING PAGE
Karl Marx	22
Charles Eastlake	25
Christopher Dresser	28
William Morris	35

Industrial Design A to Z

TITLE	STARTING PAGE
Samuel Colt	152
Aeg	10
<i>Victorinox</i>	<i>500</i>
Singer	451
The Great Exhibition	251
<i>Bosch</i>	<i>91</i>
Christopher Dresser	176
Alexander Graham Bell	64
<i>Bell Telephone Company</i>	<i>67</i>
Thomas Alva Edison	192
Kodak	302
<i>Westinghouse</i>	<i>523</i>
<i>Waterman</i>	<i>512</i>
<i>General Electric</i>	<i>230</i>
<i>Parker Pens</i>	<i>386</i>
Sears, Roebuck & Co.	439
<i>Kawasaki</i>	<i>300</i>
Guglielmo Marconi	338
<i>Yamaha</i>	<i>533</i>
<i>Opel</i>	<i>385</i>
<i>Renault</i>	<i>420</i>
<i>Fiat</i>	<i>211</i>
<i>Siemens</i>	<i>446</i>
Gillette	243
<i>Indian</i>	<i>279</i>
<i>Thomas Crapper</i>	<i>156</i>

Reading for March 14

The Industrial Design Reader

TITLE	STARTING PAGE
Candace Wheeler	44
Henry van de Velde	47
Hoffmann/Moser	61

Industrial Design A to Z

TITLE	STARTING PAGE
Harley Davidson	258
Ford	216
<i>Thermos</i>	<i>486</i>
Wilbur & Orville Wright	527
Deutscher Werkbund	173
<i>General Motors</i>	<i>234</i>
<i>Hoover</i>	<i>267</i>
<i>Olivetti</i>	<i>381</i>
<i>Audi</i>	<i>39</i>
Peter Behrens	58
<i>Jeep (Willys-overland)</i>	<i>295</i>
<i>Alfa Romeo</i>	<i>22</i>
<i>Black & Decker</i>	<i>79</i>
Ibm	270
<i>Bertone</i>	<i>71</i>
<i>Sharp</i>	<i>444</i>
Steelcase	466
Citroën	142
<i>Corning</i>	<i>154</i>
<i>Ghia</i>	<i>240</i>
Bmw	80
Boeing	85
<i>Leica</i>	<i>314</i>

Reading for March 21

The Industrial Design Reader

TITLE	STARTING PAGE
Earnest Elmo Calkins	129
Norman Bel Geddes	135
Helen Appleton Read	113

Industrial Design A to Z

TITLE	STARTING PAGE
<i>Lockheed Martin</i>	315
<i>Wilhelm Kluge</i>	297
Nikon	368
<i>Burg Giebichenstein</i>	117
<i>Matsushita</i>	341
Bauhaus	49
<i>Electrolux</i>	200
<i>Olympus</i>	384
RCA	414
<i>De Havilland</i>	162
Rubbermaid	424
<i>Snap-on</i>	454
<i>Iittala</i>	276
Louis Poulsen	328
Alessi	18
Braun	97
<i>Jaguar</i>	289
Shüte-Lihotzky	436
Wagenfeld	509
<i>Zeppelin</i>	538
<i>Bang & Olufsen</i>	46
<i>Caterpillar</i>	136
<i>Chrysler</i>	138

Reading for April 4

The Industrial Design Reader

TITLE	STARTING PAGE
FW Taylor	84
Christine Frederick	92
Henry Ford	121

Industrial Design A to Z

TITLE	STARTING PAGE
<i>Ducati</i>	182
<i>Gustav Dalé</i>	157
<i>Lambretta</i>	311
Harley Earl	188
<i>Joseph Sinel</i>	450
Volvo	506
Marianne Brandt	95
<i>Christian Dell</i>	168
<i>Walter Gropius</i>	254
<i>Gerhard Marcks</i>	336
<i>North American</i>	375
<i>Ferrari</i>	209
Raymond Loewy	318
<i>Oscar Barnack</i>	48
Marcel Breuer	105
Jean Heiberg	260
<i>Paul Jaray</i>	292
<i>Pininfarina</i>	396
L.M. Ericsson	204
<i>Euclid</i>	208
<i>Porsche</i>	405
<i>Ettore Bugatti</i>	115
George Carwardine	126
Buckminster Fuller	226
Donald Deskey	172

Reading for April 11

The Industrial Design Reader

TITLE	STARTING PAGE
Theo van Doesburg	101
Le Corbusier	106
Barr and Johnson	132

Industrial Design A to Z, Charlotte & Peter Fiell

TITLE	STARTING PAGE
Norman Bel Geddes	229
<i>Philips</i>	<i>393</i>
<i>London Transport</i>	<i>326</i>
<i>Airstream</i>	<i>16</i>
Carl Breer	103
<i>Wells Coates</i>	<i>146</i>
<i>Erco</i>	<i>202</i>
<i>Nissan</i>	<i>372</i>
Isokon	281
<i>Mcdonnell Douglas</i>	<i>343</i>
<i>Peter Müller-Munk</i>	<i>359</i>
Philco	392
<i>Dane Giacosa</i>	<i>242</i>
Walter Maria Kersting	301
<i>Reginald Mitchell</i>	<i>354</i>
<i>Sir Giles Gilbert Scott</i>	<i>438</i>
Henry Dreyfuss	179
Polaroid	399
<i>Saab</i>	<i>426</i>
Walter Dorwin Teague	477
<i>Toyota</i>	<i>492</i>
Lazló Biró	75
Castiglioni	132
<i>Messerschmitt</i>	<i>351</i>
<i>Penguin Books</i>	<i>388</i>

Reading for April 18

The Industrial Design Reader

TITLE	STARTING PAGE
Henry Dreyfuss	162
Raymond Loewy	155
Marcy Babbitt/Belle Kogan	137
Harold Van Doren	142

Industrial Design A to Z

TITLE	STARTING PAGE
Gio Ponti	402
Tupperware	494
Volkswagen	502
W. A. Welden	521
Ny World's Fair	365
<i>Igor Sikorsky</i>	<i>448</i>
<i>Toshiba</i>	<i>490</i>
<i>Xerox</i>	<i>529</i>
Harold Van Doren	497
<i>Ekco Company</i>	<i>197</i>
Egmont Arens	35
<i>Bell Helicopter Textron</i>	<i>66</i>
<i>Bombardier</i>	<i>89</i>
<i>Design Research Unit</i>	<i>170</i>
Ikea	277
<i>Sixten Sason</i>	<i>434</i>
<i>Piaggio</i>	<i>395</i>
<i>Bodum</i>	<i>83</i>
Marcello Nizzoli	373
Sony	456
<i>Canon</i>	<i>123</i>

Reading for April 25

The Industrial Design Reader

TITLE	STARTING PAGE
Edgar Kaufmann, jr.	146
Nixon/Khrushchev	172
Dieter Rams	208

Industrial Design A to Z

TITLE	STARTING PAGE
<i>Achille Gaggia</i>	<i>228</i>
Alec Issigonis	282
Honda	265
<i>Design Council</i>	<i>169</i>
Kartell	298
<i>Rosenthal</i>	<i>422</i>
Charles & Ray Eames	186
Tetra Pak	482
Marco Zanuso	534
<i>Zanussi</i>	<i>536</i>
<i>Aprilia</i>	<i>32</i>
Texas Instruments	484
<i>Erwin Komend</i>	<i>306</i>
<i>George Nelson</i>	<i>363</i>
Lego	313
<i>Jcb</i>	<i>293</i>
<i>Ezio Pirali</i>	<i>398</i>
Douglas Scott	437
<i>Acton Bjøn</i>	<i>77</i>
Arne Jacobsen	287
<i>Sanyo</i>	<i>430</i>
Sigvard Bernadotte	70
<i>Max Bill</i>	<i>73</i>
<i>Misha Black</i>	<i>78</i>

Reading for May 2

The Industrial Design Reader

TITLE	STARTING PAGE
R. Buckminster Fuller	186
Victor Papanek	188
Richard Nixon	191

Industrial Design A to Z

TITLE	STARTING PAGE
Dieter Rams	411
<i>Casio</i>	130
<i>Danese</i>	159
Gk Design Group	247
<i>Krups</i>	308
<i>David Bache</i>	44
Nasa	360
<i>Sigurd Persson</i>	391
<i>Roberto Sambonet</i>	429
Kenji Ekuan	198
<i>Ettore Sottsass</i>	460
<i>Carl Aubock</i>	38
Kenneth Grange	249
Gerd Alfred Müller	357
<i>Stelton</i>	470
Eliot Fette Noyes	376
<i>Sir Christopher Cockerell</i>	147
Robin Day	161
Hans Gugelot	256
<i>Reinhold Weiss</i>	520
<i>JC Decaux</i>	164
<i>Lear</i>	312
<i>Queensberry-Hunt</i>	410
<i>Brionvega</i>	108
<i>Gino Colombini</i>	149
Joe Colombo	150

Reading for May 9

The Industrial Design Reader

TITLE	STARTING PAGE
Krippendorff/Butter	201
Japan Management Association	211
ADA	215

Industrial Design A to Z

TITLE	STARTING PAGE
<i>Artemide</i>	37
<i>Lamborghini</i>	310
<i>Gino Valle</i>	496
Olof Bäckström	45
<i>Massimo Vignelli</i>	501
<i>A&E Design</i>	14
Herman Miller	261
<i>Kompan</i>	307
<i>Alex Moulton</i>	356
<i>Nike</i>	366
Mario Bellini	68
<i>Jakob Jensen</i>	296
Pentagram	389
Richard Sapper	431
Harmut Esslinger	206
<i>Mag Instruments</i>	334
<i>Hans Theo Baumann</i>	54
<i>Oakley</i>	379
<i>Roger Tallon</i>	476
Apple Computer	28
Ideo	273
<i>FA Porsche</i>	409
Frogdesign	222
<i>Jake Burton</i>	120
<i>Frazer Designers</i>	221
<i>Dietrich Lubs</i>	332
Niels Diffrient	175
Ergonomi Design	203
<i>Npk</i>	370

Reading for May 16

The Industrial Design Reader

TITLE	STARTING PAGE
Kenji Ekuan	227
Donald Norman	23

Industrial Design A to Z

TITLE	STARTING PAGE
<i>Authentics</i>	43
<i>Nick Butler</i>	122
<i>Giorgetto Giugiaro</i>	245
<i>Interdesign</i>	280
<i>Seymour Powell</i>	442
Swatch	474
<i>Minale Tattersfield</i>	352
<i>Michelle De Lucchi</i>	163
Norman Foster	220
<i>Antti Nurmesniemi</i>	378
<i>Clive Sinclair</i>	449
<i>Emilio Ambasz</i>	26
<i>Erik Magnussen</i>	335
<i>Fsb</i>	223
<i>Ecco Design</i>	190
<i>Hans Erich Slany</i>	453
Naoto Fukasawa	224
<i>Flos</i>	215
<i>Takenobu Igarashi</i>	275
<i>Marc Sadler</i>	428
James Dyson	184
<i>Mike Burrows</i>	118
Jasper Morrison	356
Philippe Starck	463
Ross Lovegrove	330
<i>Alberto Meda</i>	346
<i>Ron Arad</i>	34
<i>Geoff Hollington</i>	263
<i>Enzo Mari</i>	340
Trevor Baylis	56
<i>Knud Holscher</i>	264
Jonathan Ive	285