

ARH 4724: History of Graphic Design (4 cr. hrs.)

Distance Learning Section, Spring 2013

Pre---requisite: ARH 2050 and ARH 2051 or permission of the department.

Professor Linda K Johnson

CONTACT AND OFFICE HOURS:

Email: ljohnson@fau.edu * only use in emergency.

Preferred method of contact: "Messages" in Blackboard course control panel.

Phone: 954 270 2012 *will only accept calls during office hours.

Office hours: AH 118C, MW 12---2 PM, 8---9 PM

With the exception of emergencies all communication should be done through the communication tools within Blackboard or by phone during office hours. Questions of a general nature should be posted through the **DISCUSSION** board. Personal or confidential communication should be sent through **MESSAGE** within Blackboard. Messages will be answered within 36 hours excluding weekends and holidays. *Student phone calls will only be answered during office hours or by appointment.*

Students are also welcome to make in---person appointments during the MW 12---2PM office hours.

COMPUTER HARDWARE AND SOFTWARE REQUIREMENTS:

- A computer that can run Mac OSX or Win XP or higher
 - Microsoft Word, Powerpoint or Keynote, Acrobat reader
 - Reliable access to the internet
 - Make sure that your internet browser is compatible (Firefox preferred).
- To check compatibility go to <https://bb.fau.edu/webapps/login/>

REQUIRED TEXTBOOK AND ADDITIONAL RESOURCES:

Meggs' History of Graphic Design, 5th Edition

Philip B. Meggs, Alston W. Purvis

Wiley Publishing, www.wiley.com

ISBN: 978---0---470---16873---8

** This book is required. It is available as a hard bound book and in e---book format.*

This course will also use additional resources that are available through the web.

The publisher provides a student companion site that you might find helpful in preparing for quizzes and in reviewing the material. The URL is:

<http://bcs.wiley.com/he---bcs/Books?action=index&itemId=0470168730&bcsId=6820>

If writing is a challenge for you, I highly encourage you to seek assistance from the University Center for Writing Excellence. For assistance, students need to set an appointment with them via www.fau.edu/UCFW. They have offices on the Davie and Boca Raton campuses and can assist online students through the internet.

COURSE DESCRIPTION:

The History of Graphic Design is an investigation of historical and contemporary visual communications concepts, media and images and their role in graphic design. The course chronicles the events, influences, movements in history which have impacted graphic design; beginning with the invention of writing and the early petroglyphs of the Lascaux cave paintings, moving through the history of printing in Europe to contemporary design theory and ideals.

COURSE STRUCTURE:

This is a fully online course. All content, assignments, quizzes and test will be available online. Students enrolled in this course are required to:

- Log--in at least two times per week and stay current with all assignments
- Read the assigned chapter(s) in the textbook each week
- Play all posted Echo, PowerPoint and video links assigned
- Complete the quiz for each unit on Blackboard by the due date.
- Complete all Timeline assignments on timetoast.com by the due date.

Students are expected to research a selected contemporary graphic designer or design related topic, write a paper and develop/post a PowerPoint presentation for the class.

Final grades will be based on quiz scores, research paper/presentation and participation.

COURSE LEARNING OBJECTIVES:

This course provides students with a comprehensive chronicle of the origins of writing and the events that have significantly influenced the development of the graphic design practice. Upon successful completion of this course students will be able to:

- Explain the relevance of ancient writing systems to graphic design
- Demonstrate a basic knowledge of the evolution and history of typography
- Identify graphic designers, genres, schools, periods and art movements that have significantly impacted graphic design in the twentieth and twenty--first centuries.
- Explain the role and responsibility of the designer as a communicator using historical references and examples.
- Research a graphic design related topic, write an original paper on the subject and develop a presentation from the research.

TIME COMMITMENT:

Students are required to log---in to the course a minimum of twice a week. It is expected that students will spend 6---8 hours per week on this course. Each student's learning style and reading pace will ultimately determine their time commitment.

GRADING POLICY

Final grade for this course will be determined including the following components:

11 Quizzes	100 pts each (<i>lowest quiz grade will be dropped</i>)	1000
Paper/presentation	200 pts. (PowerPoint or equivalent format)	200
Timeline postings	140 pts	140
Participation	60 pts	60
<hr/>		
Total		1400

Grading Scale (average)

94---99 = A	90---93 A---	
87---89 = B+	84---86 B	80---83 = B-
77---79 = C+	74---76 C	70---73 = C-
67---70 = D+		

Graphic Design, Art and Art History majors are required to earn a grade of C or better for the course to count towards their degree program

POLICY ON LATE WORK, MAKE---UP TESTS AND INCOMPLETES

ASSIGNMENTS will receive a 10 pt or 10% grade deduction for each week they are not submitted past the due date starting with the first deduction immediately following the due date and time set in the course schedule.

QUIZZES are scheduled often during the course of the semester and posted on the schedule. The lowest quiz grade is dropped. There will be no make---up quizzes given. Students must take all quizzes online by the due date set forth in the schedule.

INCOMPLETES will only be issued for documented extenuating circumstances (example: prolonged illness or medical issue that occurs after the date at which a student can withdraw with a "W"). If a student experiences a hardship during the first half of the course they will be recommended to withdraw by the deadline set by the University.

ATTENDANCE / PARTICIPATION

This is a fully online course. All content, assignments, and quizzes will be available online. Students enrolled in this course are required to:

- Log---in at least two times per week
- Check announcements, assignments and messages at least twice a week
- Turn in assignments and quizzes on or before the due date.

Failure to meet these requirements will adversely affect your final grade as outlined in the grading policy.

If you are experiencing major illness or other significant hardships that affect your performance in this class and your ability to log---in twice a week contact me immediately via email or phone (during office hours) to discuss possible solutions.

Special exceptions, including religious observances and other exceptions that are officially recognized by the University, will be discussed and accommodated *in advance* and on an individual basis. **It is the student's responsibility to make arrangements in advance** for work that will be missed due to these special exceptions. Notifying the instructor after the exception is not acceptable.

COMMUNICATION POLICY

Announcements

You are responsible for logging in and reading announcements and messages at least twice a week. It is recommended that you check ANNOUNCEMENTS each time you log in.

Course---related Questions

Course---related questions should always be posted to the QUESTIONS/CONCERNS discussion board. This allows other participants with the same question to benefit from the responses. Please review this forum before posting a question; it may have already been covered in previous posts. Questions will be answered within 36 hours except for on Saturday, Sunday and Holidays.

Email Policy

With the exception of emergencies all communication should be done through MESSAGES within Blackboard. Messages will be answered within 36 hours excluding weekends and holidays. *Student phone calls will only be answered during office hours or by appointment.*

Netiquette

Students are required to post to discussion boards, messages and emails with professionalism. Posting must use full sentences, proper grammar, correct spelling and appropriate language. The use of sarcasm is not appropriate. Critical discussion is encouraged and conflicting points of view are welcome, however, students are expected to engage in this form of discourse with respect and professionalism.

ACADEMIC INTEGRITY AND PLAGARISM

UNIVERSITY STATEMENT OF ACADEMIC INTEGRITY: Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty, including cheating and plagiarism, is considered a serious breach of these ethical standards, because it interferes with the University mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see

http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf

Students are expected to conduct their own research and produce written assignments that are in their own words. Quotes, statistics and relevant information from sources must be cited correctly. All written assignments will be submitted through SafeAssign, that will screen for plagiarism. Students are highly encouraged to submit a draft copy through SafeAssign in advance of submitting the final written assignment for grading. If a submitted assignment is found to include plagiarized material, the assignment will receive a 0. This will adversely affect the course grade. If a student is caught submitting plagiarized material a second time during the course it will result in a failing grade in the course. They will also be reported to the Dean of Students.

ACADEMIC ACCESS AND ACCOMMODATIONS

STUDENTS WITH DISABILITIES: In compliance with the Americans with Disabilities Act (ADA), students who require special accommodations due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD) located in Boca Raton SU 133 (561---297---3880), in Davie --- LA 240 (954---236- --1657), in Jupiter --- SR 110 (561- --799---8585), or at the Treasure Coast --- CO 117 (772---873---3382), and follow all OSD procedures.

TECHNICAL PROBLEMS (RESOLUTION PROCEDURES)

When using computers and the internet problems and issues do arise (e.g., lost connection, hardware or software failure). Most of these can be addressed and resolved quickly, however, it is highly recommended that students test out the software and connections well in advance of an assignment due date. Waiting until the last minute increased the chances of these glitches affecting your success.

If a problem occurs, it is essential you take immediate action to document the issue so that appropriate action can be taken to resolve the problem.

When a problem occurs please follow these steps:

1. If you can, make a Print Screen of the monitor when the problem occurred. Save the Print Screen as a .jpg file. If you are unfamiliar with creating a Print Screen file, click the appropriate links below.
 - a. For PC users ([video](#) or [script](#))
 - b. For MAC users
2. File a Help Desk ticket at <http://www.fau.edu/helpdesk>. Make sure you complete the form entirely and give a full description of your problem so the Help Desk staff will have the pertinent information in order to assist you properly. This includes:
 - a. Select "Blackboard (Faculty)" for the Ticket Type.
 - b. Input the Course ID.

- c. In the Summary/Additional Details section, include your operating system, Internet browser, and Internet service provider (ISP).
 - d. Attach the Print Screen file, if available.
3. Send a message within Blackboard to me with notification of the problem. Include all pertinent information of the incident (2b---d above).
 4. If you do not have access to Blackboard, send an me an email with all pertinent information of the incident (2b---d above).
 5. If you do not have access to a computer, call me during my office hours with all pertinent information of the incident. If I am not available, make sure you leave a detailed message.
 6. If you do not hear back from the Help Desk or me within a timely manner (48 hours), it is your responsibility to follow up until a resolution is obtained.

RULES FOR ON---LINE TESTING:

All the quizzes in this course will be given through Blackboard LMS and with LockDown Browser.

1. Students are to take the quizzes for this course alone. If it found that you took this test with others then you will be in violation of the [Code of Academic Integrity](#)
2. Students will ONLY be allowed to re---take the first quiz one additional time. The best score will be recorded. All subsequent quizzes can only be taken 1 time. If your internet connection is disrupted during the test, you may re---enter the test to complete it.
3. Students can use their notes and the book during the quizzes, however, the time allowed for the quizzes will not afford students the ability to look up all the answers. **The quiz must be completed in the time allowed**, all questions left unanswered will count as 0.

Technical issues are the student's responsibility. The test must be finished in the time limit, including technical issues. Students should resolve any on---going problems within the first two quizzes and make arrangements to prevent them from occurring in all subsequent quizzes. Submit a [Help---Desk ticket](#) if Blackboard is not functioning properly.

Students with Disabilities or requiring special testing needs will be accommodated utilizing the recommended procedures, with full compliance and assistance from the FAU Office of Students with Disabilities. Students must be registered with this office in advance of requesting accommodations.

History of Graphic Design Course Schedule:

Week	Reading Assignment	Course Material	Assignment due date	Unit Quiz deadline
Week 1: Jan. 7	Chapters 1---4	Ancient Writing Systems Early Alphabets Asian Contribution Illuminated Manuscripts	Timetoast.com Timeline post: Tuesday Jan. 15, 9pm	Saturday 1/19, 9pm
Week 2: Jan. 14	Chapters 5---7	Printing in Europe German illustrated book Renaissance Graphic Design	Timetoast.com Timeline post: Tuesday Jan. 22, 9pm	Saturday 1/26, 9pm
Week 3: Jan. 21	Chapters 8---9	Design of the Rococo Era Typographic innovation Photography Chromolithography Victorian Era graphics	Timetoast.com Timeline post: Tuesday Jan. 29, 9pm	Saturday 2/2, 9pm
	Research abstract assigned		Topic abstract due: Friday, March 1, 9pm.	
Week 4: Jan. 28	Chapters 10---11	The Arts and Crafts Movement. Art Nouveau: French, German, English.	Timetoast.com Timeline post: Tuesday Feb. 5, 9pm	Saturday 2/9, 9pm
Week 5: Feb. 4	Chapters 12---13	Twentieth Century Art: The Glasgow School, Vienna Secession The influence of Modern Art: Cubism, Futurism, Dada and Surrealism	Timetoast.com Timeline post: Tuesday Feb. 12, 9pm	Saturday 2/16, 9pm
Week 6: Feb. 11	Chapter 14	Pictorial Modernism: Plakatstil, posters of WWI, posters of WWII and post cubist poster style.	Timetoast.com Timeline post: Tuesday Feb. 19, 9pm	Saturday 2/23, 9pm
Week 7: Feb. 18	Chapter 15	A New Language of Form: Russian Suprematism, El Lissitzky and Constructivism, Destilj	Timetoast.com Timeline post: Tuesday Feb. 26, 9pm	
Week 8: Feb. 25	Chapter 16	The Bauhaus The New Typography, Isoptype movement, Dutch and Swiss design innovations	Timetoast.com Timeline post: Tuesday Mar. 12, 9pm	Saturday 3/16, 9pm
Spring Break				

Week 9: Mar. 11	Chapters 17–18	Modern Movement in America. The International Typographic Style	Timetoast.com Timeline post: Tuesday Mar. 12, 9pm	Saturday 3/23, 9pm
Week 10: Mar. 18	Chapters 19–20	The New York School. Corporate Identity and Visual Systems	Timetoast.com Timeline post: Tuesday Mar. 19, 9pm	Saturday 3/30, 9pm
Week 11: Mar. 25	Chapter 21	The Conceptual Image: Polish Posters Push Pin Studio Psychedelic posters European visual poets Cuban & Russian Posters	Timetoast.com Timeline post: Tuesday, 9pm Mar. 26, 9pm	
Week 12: Apr. 1	Chapter 22	Postmodern Design: Early Swiss Post modern New Wave Typography American New Wave Bay Area post modern Retro and Vernacular	Timetoast.com Timeline post: Tuesday April 2, 9pm	Saturday 4/13, 9pm
Week 13: Apr. 8	Chapter 23	National Visions within a Global Dialogue:	Timetoast.com Timeline post: Tuesday April 9, 9pm	
Week 14: Apr. 15	Chapter 24	The Digital Revolution: Computer aided graphics April Greiman, Émigré, Cranbrook Academy, David Carson, Rolling Stones, WWW	Timetoast.com LAST Timeline post: Tuesday April 16, 9pm	Saturday 4/27, 9pm
Week 15: Apr. 22		Student Research presentation	Paper/Presentations must be posted by: Monday, April 22, 9pm	
Week 16: Apr. 29	Final Exam			Final Exam release times TBA