

SYLLABUS

REVISED AUGUST 20, 2018

GD 135 History of Graphic Design Fall 2018, MW 1:00-2:50 pm

California State University, Fresno
Department of Art & Design

3 units/2 hours lecture - 2 hours lab per week
Monday and Wednesday, 1:00 - 2:50 pm
CA 136

Class website

<http://fsartanddesign.org/courses/huisinga/GD135/index.html>

Course instructor

Dr. Laura Huisinga

Phone/text: (319) 551-2790

E-Mail: lhuisinga@csufresno.edu

I check my e-mail on weekdays and will reply within 24 hours.

Office Hours

CA225, Tuesday 10:30-2:00.

lhuisinga@csufresno.edu (319) 551-2790

Course Description

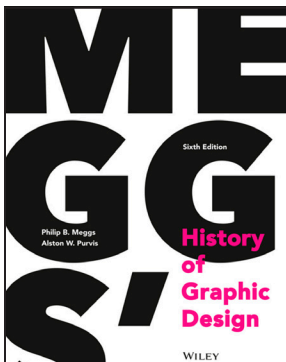
The History of Graphic Design is a survey of characteristic design approaches, solutions, materials, and technologies, their relationship to popular culture and trends, and their social and political history. Course includes lectures and studio projects (2 lecture, 2 lab hours each week).

Prerequisites

ARTH 10 and 11

Required Text

The 6th Edition was published in May of 2016. Study guides will reflect references from this version. However, most of the information is the same as the 5th edition.



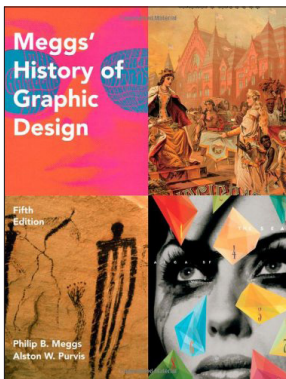
<Meggs' History of Graphic Design by Philip B. Meggs, Alston W. Purvis.

Edition: 6th (May 2, 2016)

Publisher: Wiley, John & Sons, Inc.

ISBN: 978-1118772058

For this semester's course you may use the previous edition:



<Meggs' History of Graphic Design by Philip B. Meggs, Alston W. Purvis.

Edition: 5th (Nov. 22, 2011)

Publisher: Wiley, John & Sons, Inc.

ISBN: 978-0470168738

Online text: <https://library.fresnostate.edu/>

Search: "Meggs History of Graphic Design". Access requires your student username and password.

Tools & Materials

Sketchbook / notebook; Drawing pencils, pens

One sheet of black matte board at least 13" x 15"

Coverstock or Canson Charcoal paper at least 15" x 15"

Spray adhesive, tape for mounting presentations; Metal straight edge, X-acto knife and blades, cutting board

Computer & Software

Laptop computer or tablet with: *InDesign, Photoshop, Illustrator, Premiere, Acrobat Pro*, with either — Windows: *MSWord, PowerPoint* —or— Mac OS X: *Pages, Keynote, iMovie* .

Computer Resources

Every student is required to have his/her own computer or have other personal access to a workstation (including a modem and a printer) with recommended software. The minimum and recommended standards for the workstations and software, which may vary by academic major, are updated periodically and are available from Information Technology Services or the University Bookstore. Students can check-out laptops and tablets from the [Henry Madden Library](#). In the curriculum and class assignments, students are presumed to have 24-hour access to a computer workstation and the necessary communication links to the University's information resources.

Learning Objectives

To analyze the evolution, cultural and historical context of visual communications. Students will study design trends beginning with the development of pictorial language and alphabets. Through lecture, multimedia, class discussion, presentations, projects, research and exams, students will be introduced to a variety of influential styles and movements such as Renaissance Graphic Design, the Industrial Age, Arts & Crafts Movement, Art Nouveau, Early Modernism, Late Modern, Sixties' Psychedelia, Contemporary Design, Postmodernism and the Digital Age. Surveying the history of graphic design will provide an increased visual vocabulary, knowledge of influential leaders and movements in the profession, and social, political and cultural trends that have led to current design approaches.

Course Expectations

Students are expected to read assignments from the text in preparation for each lecture in class. Study guides will be assigned in class and are considered a part of course participation but are not graded. Students are required to be on time for class, bring any necessary tools and/or material, including a personal laptop computer, and use lab hours effectively. All research, done in the library or elsewhere, is to be done outside of class time. Students are expected to participate in all activities and work on projects during the lab portion of class.

Examinations & Assignments

There are five exams during the course based on lectures, study guides and the textbook. Each exam consists of 50 multiple-choice questions.

<i>Date</i>	<i>Exams</i>	<i>Points</i>
Sept 10	Part I	50
Sept 19	Part II	50
Oct 3	Part III	50
Oct 24	Part IV	50
Nov 7	Part V	50

There are four assigned projects during the course and one final research paper due at the end of the semester with a presentation due in class during finals.

<i>Date due</i>	<i>Assignments</i>	<i>Points</i>
Sept 24	Prj1: Book Cover	50
Oct 8	Prj2: Can Label	50
Oct 22	Prj3: Modernists	50
Nov 14	Prj4: Art Poster	50
Dec 12	Final Research Paper	100

All required projects and exams are mandatory to pass the course. Exams may not be retaken.

Grading & Evaluations

Exams: 35%
 Projects: 40%
 Presentation/Research Paper: 15%
 Participation/sketch-notes: 10%

Projects and exams are graded on a 50 pt. scale. The final research paper is 100 pts.

50 – 45 pts. = A
 44 – 40 pts. = B
 39 – 35 pts. = C
 34 – 30 pts. = D
 29 – 0 pts. = F

Please refer to the schedule of courses for reference of letter grades A – F. Note: Graphic Design majors must earn a grade of C or better to receive credit toward the major's requirements.

Project Grading

- The specifications and requirements given in the project must be met.
- Quality of design – a subjective evaluation by the instructor
- Quality of work – neatness, organization of design, and presentation.
- Process – preliminary sketches and ideas must be seen and documented in sketchbook.
- All assignments will be given a specific due date. Any late work will be penalized one full letter grade. NO work will be accepted after one week of its due date resulting in a zero grade.

Attendance

Attendance is mandatory during scheduled class periods beginning on Monday August 27th, and on the day of finals, Monday, December 17.

- Students are allowed 4 unauthorized absences for the semester.
- Five unauthorized absences lowers your final course grade one letter grade.
- Six unauthorized absences lowers your final course grade two letter grades.
- Seven absences, the student will fail the course and receive a course grade of F.
- Arriving to class late, leaving early or excessive break time will count toward an absence (3 times = 1 absence). Roll is taken at the start and end of class.

It is the student's responsibility to check on announcements made while absent. Students absent the day an assignment is due will have to turn in the assignment late for a lower grade. NO late work is accepted after one week.

Students who are absent the day of an exam are responsible for arranging to take a makeup exam within one week of the missed exam without penalty.

Authorized Absences

Student absences for University-related activities may be authorized when the student provides written documentation at least 2 weeks prior to the event.

Unplanned student absences can be authorized when the student has a short-term serious and compelling medical condition or when a death or serious illness in the immediate family (i.e. parent, spouse, sibling, or child) prevents attending class. The student must provide documentation for the reason absent upon returning to class (i.e. doctor/nurse's note; receipts).

Any make-up work or assignments missed during an authorized absence must be turned in within a time period agreed upon with the instructor. Extended absences and missed activities may not have a viable make-up option. Students should recognize the consequences of missing class on both their learning and grade. In these circumstances, other actions such as dropping the class or withdrawing from the University may be appropriate. Any adjustments or excused absences are entirely at the instructor's discretion.

Students with Disabilities

Upon identifying themselves to the instructor and the university, students with disabilities will receive reasonable accommodation for learning and evaluation. For more information, contact Services to Students with Disabilities in the Henry Madden Library, Room 1202 (278-2811).

Honor Code

Members of the CSU Fresno academic community adhere to principles of academic integrity and mutual respect while engaged in university work and related activities. You should:

- a) understand or seek clarification about expectations for academic integrity in this course (including no cheating, plagiarism and inappropriate collaboration)
- b) neither give nor receive unauthorized aid on examinations or other course work that is used by the instructor as the basis of grading
- c) take responsibility to monitor academic dishonesty in any form and to report it to the instructor or other appropriate official for action.

Instructors may require students to sign a statement at the end of all exams and assignments that "I have done my own work and have neither given nor received unauthorized assistance on this work."

Cheating & Plagiarism

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit; such acts also include assisting another student to do so. Typically, such acts occur in relation to examinations. However, it is the intent of this definition that the term 'cheating' not be limited to examination situations only, but that it include any and all actions by a student that are intended to gain an unearned academic advantage by fraudulent or deceptive means. Plagiarism is a specific form of cheating which consists of the misuse of the published and/or unpublished works of others by misrepresenting the material (i.e., their intellectual property) so used as one's own work. Penalties for cheating and plagiarism range from a 0 or F on a particular assignment, through an F for the course, to expulsion from the university. For more information on the University's policy regarding cheating and plagiarism, refer to the Class Schedule (Legal Notices on Cheating and Plagiarism) or the University Catalog (Policies and Regulations).

Reference Materials

The wealth of images available on the internet or in other places should not lead students to believe that un-credited use of artwork, images, music, textures, or patterns created by others is acceptable at ANY time. It is never acceptable.

Any work turned in for a grade is assumed to be an original creation of the student. Non-original, appropriated or "found" components *must be identified* to the instructor when the work is turned in and during class presentations/critiques. Citations are useful for this purpose.

Reference material (such as photos, or archival images) is sometimes necessary to create a design. Certainly you can refer to any photos you took yourself, and if the assignment requires photo reference it is acceptable for the purposes of instruction. An "image search" is a common part of gathering reference or researching a subject in design.

If the student has any question or confusion about the appropriateness of incorporating any non-original image, art or design in their work they should discuss their plans with the instructor. Your instructor schedules ample time in class for students to develop their assigned work. Take those opportunities to talk over any concerns and questions with the instructor.

Disruptive Classroom Behavior

The classroom is a special environment in which students and faculty come together to promote learning and growth. It is essential to this learning environment that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Differences of viewpoint or concerns should be expressed in terms which are supportive of the learning process, creating an environment in which students and faculty may learn to reason with clarity and compassion, to share of themselves without losing their identities, and to develop and understanding of the community in which they live. Student conduct which disrupts the learning process shall not be tolerated and may lead to disciplinary action and/or removal from class. This can affect your semester participation grade.

Conduct construed as disruptive may include, but is not limited to, sleeping or eating during class, leaving a mess behind that others must clean-up after you, loud or excessive talking, and audible music devices played in class. Students may listen to music on headphones or ear buds only during lab time when the instructor is not lecturing. No phone calls may be taken during class. You may make calls during the break. Time in class is not to be used to do work for other classes.

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This syllabus and schedule are subject to change in the event of extenuating circumstances.

Tentative Course Schedule

The schedule and procedures for this course are subject to change in the event of extenuating circumstances. Following are schedules showing class meeting dates for GD 135, 1:00 - 2:50 pm, Fall 2018:

<i>Date</i>	<i>Lecture Topic</i>	<i>Reading Assignment</i>	<i>Activity</i>
M Aug 27	Introduction to course	Syllabus, Course Schedule, Projects	
W Aug 29	Invention of Writing Alphabets	Ch. 1 & 2	Study Guides
M Sept 3	Labor day NO CLASS		
W Sept 5	Asian Contribution Illuminated Manuscripts	Ch. 3 & 4 Review Part I	Calligraphy
M Sept 10	EXAM: PART I	Introduction to Project 1: Book Cover	
W Sept 12	Printing Comes to Europe German Illust Book	Ch. 5 & 6	Prj1: Book Cover
M Sept 17	Renaissance Graphic Design Typographic Genius	Ch. 7 & 8	Prj1: Book Cover
W Sept 19	EXAM: PART II		
M Sept 24	Project 1: Book Cover due/Presentations	Introduction to Project 2: Can Label	
W Sept 26	Industrial Revolution Arts & Crafts Movement	Ch. 9 & 10	Prj2: Can Label
M Oct 1	Art Nouveau Genesis of 20th Century Design	Ch. 11 & 12 Review Part III	Prj2: Can Label
W Oct 3	EXAM: PART III		Prj2: Can Label
M Oct 8	Project 2: Can Label due/Presentations	Introduction to Project 3: Modernists	
W Oct 10	Influence of Modern Art Pictorial Modernism	Ch. 13 & 14	Prj3: Modernists
M Oct 15	Language of Form (Constructivism) Bauhaus	Ch. 15 & 16	Prj3: Modernists
W Oct 17	REMOTE CLASS The Modern Movement in America	Ch. 17	Prj3: Modernists
M Oct 22	Project 3: Modernist Presentations	Review Part IV	
W Oct 24	EXAM: PART IV	Introduction to Project 4: Art Poster	
M Oct 29	International Typographic Style Corporate ID	Ch. 18 & 20	Prj4: Art Poster
W Oct 31	The New York School The Conceptual Image	Ch. 19 & 21	Prj4: Art Poster
M Nov 5	Postmodern Design Digital Revolution	Ch. 22 & 24 Review Part V	Prj4: Art Poster
W Nov 7	EXAM: PART V	Intro to Final Project: Interactive Research Paper	
M Nov 12	NO CLASS - Veterans Day		
W Nov 14	PRJ4: Art Posters due	Research your designer Select 6 images	
M Nov 19	REMOTE CLASS		
W Nov 21	Thanksgiving Break		
M Nov 26	Audio/Video demo (Mac & PC)	Bring images from your designer to class	
W Nov 28	Research & Resources	List citations to instructor	Final Project
M Dec 3	InDesign Interactive demo		Final Project
W Dec 5	Research and write paper		Final Project
M Dec 10	Troubleshooting		Final Project
W Dec 12	Final Project PDF due by end of class	Last Day of Instruction	

<i>Finals week</i>	<i>Location</i>	<i>Time</i>	<i>Dates</i>
Final Preparation & Faculty Consultation Days		By appointment	Th-F Dec 13-14
Final Project Presentations	CA136	1:15P-3:15P	Monday, Dec 17