

5320:005 Art Criticism and Theory – Spring 2016

History of Graphic Design: Then & Now

****Syllabi are subject to change.***

COURSE REGULATIONS

Instructor

Lisa Graham

Office: 369b

Office Hours: Tues, Thurs 9:30-10:30 am; or by appointment.

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Section

ART 5320:005 Art Criticism and Theory

Time and Place of Class Meetings

Due to the advanced nature of the class and the unique, multi-part assignments, we will meet by appointment, as necessary.

Email Class Policy

Grad students should feel free to email me with questions and comments as they arise. Please be aware that due to the quantity of email I receive, it may take several days for a reply during the week, longer if the question is received near the weekend or over a holiday.

Electronic Communication

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

Course Description

A discussion of placing art within the context of the history of ideas.

Student Learning Outcomes

- Students will learn about the extensive History of Graphic Design.
- Students will be able to identify visual work as originating during certain time-periods and movements.
- Students will review work by important graphic designers, and gain an understanding of what is required for a designer to be judged historically “great.”
- Through visual review, students will access the greater visual vocabulary of the graphic design field, for use and adaptation in their own maturing work.
- Paper/presentations will provide experience in research; information organization; the use of current presentation software; presenting to groups (depending upon the semester); and engage the student through active learning.

Required Textbook

Meggs, Purvis, Meggs' *History of Graphic Design*, fifth edition, Wiley.

Course Materials

Good quality paper for written paper
Materials for your designed booklet
2 CDS (to hand in presentation, will not be returned)

Description of Major Assignments and Grading Weights

This course has two major multi-part Paper/presentation assignments:

Paper/presentation 1=50%

Paper/presentation 2=50%

Attendance

Graduate students do not have an official attendance policy for this advanced course.

Tests

None.

Extra Credit

None available at this time.

Grading

Papers and presentations will receive a letter grade: 90 and above is an A, 80 and above is a B, 70 and above is a C, etc. Papers and presentations will be gauged according to a letter scale (A, B, C, D, F), as discussed below:

A: Excellent – Extraordinarily well-coordinated, well-researched visual paper/presentation that draws conclusions and explores beyond the standard texts. Material is covered comprehensively. The paper/presentation itself is attractive with a designerly sense of typography, layout, and visual organization. When presenting, student speaks loud and clear so that the information is conveyed to colleagues. All assignment requirements must be met and exceeded.

B: Good – Well-coordinated, well-researched visual paper/presentation that explores beyond the standard texts. Material is covered adequately, with few gaps. When presenting, student speaks loud and clear so that the information is conveyed to colleagues. All assignment requirements must be met and exceeded.

C: Average – A good solid paper/presentation that shows evidence of research effort and comprehension. All assignment requirements must be met and to some degree, exceeded. When presenting, student makes consistent effort to be heard by all in the room.

D: Poor – Work that does not fulfill all the assignment requirements, is of extremely poor conceptual, research, or visual quality will earn this grade. In order for a student to achieve a D grade or higher, ALL problem requirements must be met as set forth in the problem statement *and* in announcements.

F: Unacceptable – Work not completed on time, does not fulfill all assignment requirements, and or is of general poor quality will earn this grade.

Completion of all assignments is required to pass this class.

Grading Sheets

Papers and presentations will have an “Instructor’s commentary” sheet returned to each student, that will discuss effectiveness of presentation, research thoroughness, image selection, visual styling assessment, and suggestions for improvement (if necessary).

Course Final Grades

The final grade is an average of all graded activities.

Due Dates

Work not completely ready at the beginning of the class on the due date automatically loses one letter grade.

Late assignments will drop one letter grade for each class day late. **Organize your time and plan ahead!**

Grade Grievances

In attempting to resolve any student grievances regarding grades, it is the student's obligation first to make a serious effort to resolve the matter with the individual with whom the grievance originated. Individual course instructors retain primary responsibility for assigning grades. The instructor's judgment is final unless compelling evidence shows discrimination, preferential treatment or procedural irregularities. If students wish to appeal, their request must be submitted in writing—on an appeal form available in departmental or program offices—to the department chair or program director. The student has one calendar year from the date the grade is assigned to initiate the grievance. The normal academic channels are department chair or program director and then academic dean. However, before considering a grievance, the department chair or program director will refer the issue to a departmental or program committee of faculty. If the student does not find the committee's decision acceptable, the student may appeal to the academic dean. The decision of the dean is final. Information specific to the procedures to be followed in each academic unit is available in the office of the academic dean. The dean of the college or school in which a student is enrolled, or the Executive Director of University College if the student has not declared a major, has jurisdiction over the student's program of study, degree requirements and all other academic matters including grievances. However, students taking a course in a college or school other than the one in which they are primarily registered are subject to the dean of the college or school in which the course is offered concerning the course and academic grievances regarding the course.

Information regarding grievances for matters other than grades is available in the Student Rights section of the catalog. Source:

<http://catalog.uta.edu/academicregulations/grades/#undergraduatetext>

Student Grievance Procedures (Department Policy)

Contact faculty member in writing (not email) to set up a meeting. The office staff can help accommodate that communication FAB 335. If after the meeting the problem is not resolved, both faculty and student attend a meeting with the department chair together to resolve the issue. If at that point the problem is not resolved it will be reviewed by the Departments Grievance Committee. All resolutions will adhere to university policies.

Drop Policy

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance. If you stop attending class and do not drop, you will receive an F.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

Disability Accommodations

UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the **Office for Students with Disabilities (OSD)**. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, (OSD) www.uta.edu/disability or calling 817-272-3364.

Counseling and Psychological Services, (CAPS) www.uta.edu/caps/ or calling 817-272-3671.

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

Title IX

The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos. For information regarding Title IX, visit www.uta.edu/titleIX.

Academic Integrity

Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

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Student Feedback Survey

At the end of each term, students enrolled in classes categorized as "lecture," "seminar," or "laboratory" shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. This room has multiple exits. On the first floor the exit is to the east of Einstein's bakery (there is also another exit to the west towards the architecture building). On the second floor there is a stairway exiting towards the north. Please survey possible routes after class...the art building has numerous exits...the nearest one may depend upon where you sit in this large auditorium.

When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

Student Support Services

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at <http://www.uta.edu/universitycollege/resources/index.php>