

4396:001 History of Graphic Design-Spring 2019

**Syllabi are subject to change.*

COURSE REGULATIONS

Instructor

Lisa Graham
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Office Hours: Tuesdays and Thursdays 4:50-5:50 pm, and by appointment

Section

4396:001 Special Study Art History: History of Graphic Design

Time and Place of Class Meetings

4396:001 meets on Tuesdays and Thursdays, 8-9:20 am, 148 FA.

Email Class Policy

The best time to ask questions about class assignments, quizzes, tests, and presentations are during class time. Students needing individual consultation may email me in regards to their concerns, or consult with me during my office hours after class. Please be aware that due to the quantity of email I receive, an important message may be missed or a response to your email may take time. If your email has not been responded to within two days, please contact me again either in person or via email. In addition, weekend or holiday email messages may not be received until the following week or until the holiday break is complete. Assigned class times are our primary appointment time. DO NOT attach, link, or embed visual files to emails as a method of review.

Course Description

The History of Graphic Design course is an art history course that covers the origins of symbols, pictorial communications, the development of alphabets, typography, printing, technological advances, individual designers, and design movements. It covers the breadth of the development of visual communications from prehistory to the modern day. It does not, however, focus at length on any one time period. Consider it analogous to a Survey of the History of Graphic Design.

Description of Instructional Methods

The structure of the class includes lectures, films, student presentations, tests, and as opportunity presents, in/outside class activities such as attending visiting artist lectures. Each class period is tied in to specific chapter(s) in the History of Graphic Design book. Keeping up with the reading and visually reviewing the material in the book is necessary for a full learning experience. Also, please review the grading criteria and course requirements information.

Student Learning Outcomes

- Students will learn about the extensive history and breadth 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 familiarity with artists, designers, and movements that are deemed historically “great.”
- Through visual review, students will access the greater visual vocabulary of the graphic design field, for use and adaption in their own maturing work.

Required Textbook

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

Test questions will be drawn from this text, materials presented in class, AND any study materials provided (including image review and handouts).

Course Materials

4 Scantron forms, type to be announced in class.
Note keeping materials
Printing paper for student presentation
CD or flash drive (to hand in presentation, will not be returned)

Expectations for Out-Of-Class Study

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 9 hours per week of their own time in course-related activities, including reading required materials, preparing their student presentation, and studying for tests.

Description of Major Assignments and Grading Weights

This course will have 4 tests and a student presentation. *While there are 4 tests scheduled for the class, only the 3 highest test scores will be used in the calculation of the final grade. ** Student presentation is a group project: peer evaluation will be factored into the presentation grade.

Test 1=25% *
Test 2=25% *
Test 3=25% *
Test 4=25% *
Student Presentation=25% **

Attendance

At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. As the instructor of this section I have established following attendance policy: Attendance will be taken promptly at the beginning of each lecture period. You are required to be in the lecture room on time and remain until the end, or until dismissed. If you are late, it is your responsibility to make sure that you are counted as present the same day that you arrived at class late—notification of lateness that occurs on a different date will not be accepted.

You will be allowed three unexcused absences throughout the semester.

Consistent tardiness and/or leaving early will be noted, and will affect your grade. A tardy = 1-29 minutes late. If a student is more than a half-hour late to class (30 minutes) they will be counted as absent for the day. Students that come to class for the beginning of the class and then leave at any time without permission will be assigned a tardy.

Five tardies or early absences will equal one absence. A tardy on your presentation day = two tardies. Announcements, lectures, presentations and tests will start promptly at the beginning of class; therefore, students late to class will miss critical information. Lectures will not be repeated. **If you are tardy and/or leave early, you are responsible for obtaining missing information from your classmates and turning in work.**

At a fourth absence you can expect your course grade to be lowered one full letter grade (a B would go to a C grade and so on). Five absences lower the grade yet another full letter grade. At six absences, the grade will lower yet again. An excused absence will require a dated (for the day(s) missed) slip from your doctor. Verbal excuses or phone calls are not acceptable.

Tardies and absences are detrimental to your learning process and grade, and in the professional world would result in speedy dismissal from a job.

Tests

Tests (and the student preparation involved in studying) are vital in learning about the History of Graphic Design.

Tests will commence at the beginning of the designated class period. Students who leave the classroom with incomplete tests WILL NOT have the opportunity to complete the test. Only in extreme and documented situations may a student be allowed to reschedule a test.

Social Media Restriction

Please refrain from use of devices for texting, facebook, tweeting etc. during class time. You can NOT watch video/movie/music video during class time on personal devices. If you have to make and/or receive an urgent phone call, please do so outside of the classroom.

Extra Credit

Extra credit opportunities may be announced during the semester.

Grading System

There are 400 points for the semester. Each test is worth 100 points. Student presentation is worth 100 points. Point equivalent to letter grades will be announced, i.e. tests and presentation will be graded by numerical points and a corresponding letter grade (A, B, C, D, F) made available.

Presentations will be graded on the following: comprehensiveness of material reviewed; clarity of concepts and visual organization of the presentation; technical functionality (in other words, does the presentation run); timeliness of the presentation (how long it runs and whether the student has completed the work by their assigned due date); and the student's own scholarly insight into the topic. A project sheet will be handed out discussing presentation parameters and assigned topic; this sheet will also update any changes to the grading format, if necessary. As the presentation is a group project, peer assessment is a component of the final presentation grade. Members of your group will be given an opportunity to fill out a Project Assessment sheet.

Course Final Grades

The final grade is an average of all tests and graded activities, additionally tardies and missed classes will be factored into the final grade after all graded activities are averaged.

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. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

Counseling and Psychological Services, (CAPS) www.uta.edu/caps/ or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

Non-Discrimination Policy

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.

Title IX Policy

The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.*

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.

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>.

Campus Carry: Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

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 the snack store (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>

Calendar

As the instructor of this course, I reserve the right to adjust this schedule and project requirements to better serve the educational needs of the students enrolled in this course—Lisa M. Graham

Dates and topics covered may change as the class materials/assignments evolve. As an example, I am constantly looking for films, videos, additional images to bring to the attention of the class, which will, if used affect the presentation schedule. If in doubt, ask!

- 1/15: First day classes, syllabi, obtain textbook for next class
- 1/17: Presentation covering *Invention of Writing*, read chapters 1 and 2
- 1/22: Presentation covering *Alphabets*, read chapters 3 and 4
- 1/24: Presentation covering *the Asian Contribution* and *Illuminated Manuscripts*, read chapter 5
- 1/29: Presentation, covering *Early Printing*, read chapter 6
- 1/31: Presentation, covering *the German Illustrated Book*, read chapter 7

2/5: Test 1 (Covers Chs. 1-6)

- 2/7: Presentation, covering *Renaissance Graphic Design*, read chapter 8
- 2/12: Presentation, covering an *Epoch of Typographic Genius*, read chapters 9
- 2/14: Presentation, covering *Graphic Design and the Industrial Revolution*, read chapter 10
- 2/19: Presentation, covering *the Arts & Crafts Movement*, read chapter 11
- 2/21: Presentation, covering *Art Nouveau*, read chapter 12
- 2/26: Presentation, covering *the Genesis of Twentieth Century Design*, read chapter 13

2/28: Test 2 (Covers Chs. 7-12)

- 3/5: Presentation, covering *Pictorial Modernism*, read chapter 14
- 3/7: Presentation, covering *A New Language of Form*, read chapter 15

3/12: SPRING BREAK

3/14: SPRING BREAK

- 3/19: Presentation, covering *the Bauhaus*, read chapter 16
- 3/21: Presentation, covering *the Modern Movement in America*, read chapter 17
- 3/26: Presentation, covering *International Typographic Style*, read chapter 18
- 3/28: Presentation, covering *the New York School*, read chapter 19

4/2: Test 3 (Covers Chs. 13-18)

- 4/4: Presentation, covering *Corporate Identity and Visual Systems*, read chapter 20
- 4/9: Presentation, covering *the Conceptual Image*, read chapter 21
- 4/11: Presentation, covering *Postmodern Design*, read chapter 22
- 4/16: Presentation, covering *National Visions within a Global Dialogue*, read chapter 23
- 4/18: Presentation, covering *The Digital Revolution*, read chapter 23
- 4/23: Presentation, covering topics to be announced, read chapter 24
- 4/25: Presentations, covering topics to be announced,
- 4/30: Presentations, covering topics to be announced,

- 5/2: Presentations, covering topics to be announced,

Test 4 (Covers Chs. 19-24, Slide Id only)

Test 4, scheduled for Finals week, will be announced.

Emergency Phone Numbers: In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911. Non-emergency number 817-272-3381