

ART 2230 - 101 The History of Graphic Design

9:30-10:45 T-TH 113A Duncan

ED MIDGETT- Spring 2018
OFFICE HOURS: ROOM 222 - 2nd floor
Wey Hall
(by appointment)

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COURSE DESCRIPTION AND OBJECTIVES:

ART 2230. History of Graphic Design
A historical survey of visual communication, this course highlights key graphic designers and meta-disciplinary creative thinkers that have shaped significant innovations in the field. Examining relevant artistic, cultural, and technological events provides a context for understanding contemporary graphic design practice. Lecture three hours.

REQUIRED TEXTBOOK:

The text for this course is Meggs' History of Graphic Design, Fifth Edition (New York: Wiley, 2006). There will also be important lectures and on-line media resources posted on the class website. Students will be expected to have viewed these resources in addition to reading the text. You are expected to have read the reading assignment for each class session, which appears in the calendar section, by the time indicated before class time. The lectures will be based on the assumption that you have read and prepared for each class.

The History of Graphic Design is presently being developed for online delivery. This semester will consist of a hybrid structure consisting of watching online videotaped lectures for each chapter and then meeting in class for discussion and test reviews before the exams. Class will meet for REVIEWS and TESTS only. It will be a much richer and enjoyable experience for you if you have watched all required videos AND read the assigned chapters BEFORE TEST REVIEWS.

GRADES WILL BE DETERMINED FROM THE FOLLOWING:

from reading assignments from Meggs' History of Graphic Design
20% TEST 1 Part I The Prologue to Graphic Design
20% TEST 2 Part II A Graphic Renaissance
20% TEST 3 Part III The Bridge to the Twentieth Century
20% TEST 4 Part IV The Modernist Era
20% TEST 5 Part V The Age of Information
all tests will also have questions from online resources, video lectures and assignments.

ABSENCES/ATTENDANCE

Attendance is mandatory. You are responsible for all material presented in class, even if you are not in attendance. Do not make appointments during class. See other professors, administrators, doctors, etc. on your own time. Legitimate absences of an official nature must be verified by a letter from a doctor, lawyer, teacher. If you know you are going to miss class or submit an assignment late, please notify me ahead of time. Except for extreme circumstances, no absences are allowed for exams or tests. Check the final exam schedule before making any travel plans. It is up to you to schedule a time to make up an exam within a week of its original date. It is not my responsibility to monitor your schedule. Failure to make and execute appropriate arrangements in a timely manner will result in a grade of 0 on the exam.

You must present documentation either prior to or immediately following an absence:

- Illness/Injury: Letter on official stationery from the attending physician including the dates.
- Death of Immediate Family Member: Obituary or letter from attending clergy.
- Professional/School Related Activity: Letter from appropriate department/faculty on official stationery.

Please keep in mind that while many of the images shown in class can be found in the History of Graphic Design, I will augment my lectures with additional material. If you miss a class review, you must obtain the information from your classmates. The instructor will take roll at the beginning of each class. Students are responsible for keeping up with their personal absences. The maximum number of unexcused absences is 2 per semester. Excused absences must be fully documented, usually by written medical excuse. Over 2 unexcused absences will result in a lower final grade. Your final grade will be lowered by one half letter for every unexcused absence over 2. Over four absences may result in failure of the course, regardless of medical excuse.

