ARH 2230 - 101
A History of Graphic Design
** ONLINE

Professor Ed Midgett- S P R I N G 2 0 2 2

OFFICE HOURS: by Zoom Appointment

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COURSE DESCRIPTION AND OBJECTIVES:

ART 2230. History of Graphic Design

***This class will be taught 100% entirely ONLINE with all course materials and tests found at:*

http://www.edmidgett.NET
and at ASUlearn

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.

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Students will receive all course assignments, messages and reminders by email and ASUlearn and also by the (optional but recommended) automatic text alerts you may sign up for on the course website. Students should budget their time watching all videos/lectures by the time indicated on the calendar.

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Disabilities Act
Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 requires Appalachian State University to provide an "academic adjustment" and/or a "reasonable accommodation" to any individual who advises us of a physical or mental disability. If you have a physical or mental limitation that requires an academic adjustment or an accommodation, please arrange a meeting with me at your earliest convenience, well in advance of the first test.

Plagiarism and Cheating
Cheating and Plagiarism will be reported to the Dean for the College of Fine and Applied Arts. Cheating and Plagiarism will be dealt with in accordance with Appalachian's Code of Academic Integrity. Students enrolled in Art 2230 agree to abide by Appalachian's Code of Academic Integrity.

REQUIRED TEXTBOOK:
The text for this course is Meggs' History of Graphic Design, Fith Edition (New York: Wiley, 2006). There will also be important lectures and online 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 COURSE CALENDAR, by the time indicated before class time. The video lectures will be based on the assumption that you have read and prepared for each class assignment.

The History of Graphic Design is an online course with all course lectures, reviews and tests online.

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FINAL GRADES WILL BE DETERMINED FROM THE FOLLOWING:

from reading assignments from Megg's 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.

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Evaluation
Grades will consist of an average from 4 tests and a final (not cumulative) exam. The grades will be averaged to determine a final numeric grade. Students will be given a time in which to complete the exam which will also be timed. EXACT EXAM TIMES WILL BE NOTED ON THE COURSE CALENDAR. Letter grades will be assigned on the following scale:

A: 90-100
B: 80-89.9
C: 70-79.9
D: 60-69.9
F: 0-59.9

All tests will consist of 50 questions related to the assignments on the course calendar- usually 10 slide identification, 10 true false, and 30 multiple choice.

Make-up tests
I will be most reluctant to agree to a make-up test due to the difficulty of scheduling them and having to make up a new exam. Permission for a make-up requires written medical or legal documentation and must be obtained before the test is given. Class tests will not be returned until the make-up test is administered.

Course Objective
This course is a survey of the historical evolution of graphic communication, with a special focus on significant graphic design work from the late 19th century to the present. At the end of this course you should be able to discuss the evolution of visual communications starting from the turn of the Twentieth Century until the present. Students will gain skills in critical thinking looking at graphic design work from a range of perspectives: formal design aspects; technical aspects and innovations; social/political/historical contexts; intended message and intended audience; personal and cultural expression. Students will gain insights into the social, political, and cultural context of graphic design.

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