ARTS 4391.002 Historical Perspectives of Graphic Design

Fall 2014
Professor Garcia
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Office Hours:
Tuesday & Thursday
3:30 to 5:30pm

Work Lab:
BH 234

Meeting Time:
TR:9:00–11:50pm

course description

This studio course examines the history of graphic design from the invention of writing to present day composition. Students will explore various movements in graphic design history and create design works that reflect these periods.

student learning outcomes

• To understand the history of graphic design
• To explore historical visual communication techniques and practices
• To create historically inspired work
• To explore how history influences modern day work

course pre-requisites

NA

required texts

Meggs History of Graphic Design
by: Phillip Meggs

required materials

• Portable media
• DropBox account (free)
• 3” Black spiral binder
• 1 box plastic sheet protectors
• Sketch book

grading opportunities

100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

• Reading/Response Assignments: 30 points of final grade
• Research Paper: 30 points of final grade
• Exams: 40 points of final grade
reading assignments
Reading assignments associated with texts require students to read and respond in written form to questions. These responses are worth a total of 30 points of your final grade.

research paper
Choose a design period (spanning between 10–25 years) and write an 8 page research paper (not including cover and citations) on this period. Must be in APA format with at least 3 sources cited. This paper is worth 30 points of your final grade.

eams
Exams covering material learned in class, readings, lectures and discussions will be given at midterm and on the final exam day. These exams total 40 points of your final grade.

CLASSROOM POLICIES

late work
This class will be run as a professional practice. Deadlines must be met in the industry or else you lose the job. In the classroom, no late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in & present to the class on an earlier date.

plagiarism
Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

class participation
You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

attendance
Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible. More than 3 absences (so absence #4) will drop your grade one letter.

studio work time
There is very little outside of class time opportunities to work in CCH 231. Therefore, you must make the most of your time in the studio. CA 201 is also available with 5 computers.

cell phones
You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

email addresses
You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

social networking
MySpace and Facebook as well as email is not allowed during lecture or studio work time. These can be used during break times. If you are on these media during an inappropriate class time, you will be automatically deducted points for your current assignment without any notice from me. ADA compliance Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me as soon as possible, preferably during the first two weeks of class. All discussions will remain confidential. Contact the Services for Students with Disabilities Office (825.5826) if you have a disability or suspect that you have a disability requiring academic accommodations.

Academic Integrity/Plagiarism
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one's own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in reporting the offense to the department chair, dean and academic affairs with the option to remove the student from the course and receive the grade of “F” for the course.

Dropping a Class
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. Please check SAIL for the last day to drop a class with an automatic grade of “W” this term.

Classroom/professional behavior
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor's ability to conduct the class or (b) the ability of other students to profit from the instructional program may be consid-
ered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Grade Appeals

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Statement of Academic Continuity

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

*This syllabus is tentative. Assignment & project dates as well as grading opportunities may change as I see fit.
Week One
- Introduction, Syllabus, Course Overview
- Lecture: Meggs book

Week Two
- Lecture: Meggs book
- Assignment: Bring in historical example used today from a period discussed in class
- Assign research paper topics
- Turn in readings due

Week Three
- Lecture: Meggs book
- Assignment: Bring in historical example used today from a period discussed in class
- Review APA formatting for writing
- Review citations, sourcing in writing
- Lecture: Meggs book
- Slide review to date, slide share
- Turn in readings due

Week Four
- Lecture: Meggs book
- Assignment: Bring in historical example used today from a period discussed in class
- Turn in outline for paper
- Lecture: Meggs book
- Slide review to date
- Turn in readings due

Week Five
- Lecture: Meggs book
- Assignment: Bring in historical example used today from a period discussed in class
- Abstract due for paper
- Field trip: Art Museum of South Texas
- Turn in readings due

Week Six
- Lecture: Meggs book
- Assignment: Bring in historical example used today from a period discussed in class
- Turn in revised abstract for paper
- Turn in page 1 from paper
- Turn in readings due

Week Seven
- Review all slides to date
- Review for mid term exam
- Exam

Week Nine
- Turn in pages 1–3 of paper
- In-class peer editing
- Lecture: Meggs book
- Assignment: Bring in historical example used today from a period discussed in class
- Turn in readings due

Week Ten
- Lecture: Meggs book
- Review all slides to date, slide share
- Turn in pages 1–3 of paper
- Turn in pages 4–8 of paper
- Turn in readings due

Week Eleven
- Lecture: Meggs book
- Assignment: Bring in historical example used today from a period discussed in class
- Turn in revised paper
- Review all slides to date from mid term on
- Turn in readings due

Week Twelve
- Review for final exam
- In-class peer edit for paper
- Video
- Skype with designer
- Turn in readings due

Week Thirteen
- Review for final exam
- Turn in final draft of paper
- Turn in all readings (edited)

Week Fourteen
- Turn in final paper
- Final exam
Exams

There will be 2 exams in this course. Each will cover lectures, videos, readings and terms to date. Dates for the exams are at midterm and final exam dates.

Exam format: 40 total points earned. Each exam worth 20 points

• Slide recognition
• Placement of contemporary work into a historical context
• Short answer

Research Paper

Choose a design period (spanning between 10–25 years) and write an 8 page research paper (not including cover and citations) on this period. Must be in APA format with at least 3 sources cited. This paper is worth 30 points of your final grade.

Paper will be graded on: 30 total points earned

• Accuracy in research: 10 points
• Clarity: 10 points
• Technical proficiency: 10 points