

**ARTH 507.81M | History of Graphic Design
May-Mini 2014**

INSTRUCTOR: *Margie Bowles*

COURSE SYLLABUS

INSTRUCTOR CONTACT INFO

mbowles@1400words.com

214-632-1688

Personal face-time by appointment, M-F, 9-6

CLASS INFORMATION

Credit hours: 3.0

Meeting times: Monday-Thursdays, May 16 – June 1, 6 p.m. - 10 p.m.

Meeting location: Universities Center at Dallas, 1910 Pacific Place, 4th Floor, Room TBD

REQUIRED BOOK

A History of Graphic Design, 5th Ed., by Philip B. Meggs & Alston W. Purvis (You MUST have the 5th Edition).

COURSE DESCRIPTION

An overview of the evolution of graphic design as it relates to the history of art. Topics include formal, stylistic, social, political, economic, and historical aspects, with an emphasis on art movements, schools of thought, individual artists, and technology.

COURSE OBJECTIVES

The objectives of this class are to give the student a historical background of art and visual communications, to involve the student in perception and analysis of imagery and design, to create an awareness of contemporary visual communications industry practices, and to help students:

- Understand how the visual communications field has evolved, and developed into a profession.
- Identify, compare and contrast various communication techniques through history.
- Discuss some of the societal, historical, artistic and political influences on communication media through history.
- Understand some of the technical terms associated with visual communication and fine art.
- Discuss the impact of new technologies on visual communications and fine art over time.
- Gain and demonstrate knowledge of the interconnectedness of global dynamics (issues, processes, trends, systems, etc.) and how those dynamics have been impacted by visual communication.
- Gain awareness of your role as an engaged citizen and professional communicator in today's diverse and interconnected world.

COURSE STRUCTURE

This class will be a combination of lectures, assigned readings, and tests. A commitment to continuous attendance, class readings, and adherence to test schedules will be necessary to achieve the goals for this class and its completion.

GRADE EQUIVALENTS

A (90 to 100).....Superior effort and results
B (80 to 89).....Basic class requirements met
C (70 to 79).....Minimal class requirements met
D (0 to 69).....Below expectations

GRADING CRITERIA

1. Chapter Quizzes.....50%
2. Research Paper.....30%
3. Final Exam.....20%

Grades will be discussed on an individual basis by office appointment only—not in class.

WHAT TO BRING TO CLASS

- A desire to learn
- Your textbook (optional)

ATTENDANCE

- Attendance will be taken by sign-in sheet. (Signing in for a classmate is NOT acceptable)
- Two tardies of 30 minutes or more equals one absence
- You may be absent from class ONCE. Two absences will result in failing the class
- If you choose to proactively drop the course with 2 absences, you will receive a drop/fail.
- Sleeping, dozing, or nodding off in class—besides being very rude to all concerned—will be counted as a tardy the first time, and an absence on the second occurrence, and all subsequent occurrences.

SPECIFIC CLASS POLICIES

Reading Assignments: Students will be tested on content from all 24 chapters of the textbook, as well as the chapter overviews that are posted online. Reading the individual chapters and overviews is required.

Chapter Quizzes: Chapter overviews and quizzes will be posted on the eCollege portal (<http://www.online.tamuc.org>), and remain posted according to the schedule below.

- Each quiz will be open-book. You can take the quizzes at your own pace, on your own schedule, but you MUST finish all quizzes BY 11:59 PM CENTRAL TIME of their posted deadlines. Chapter quizzes will NOT be accessible after their posted deadlines. You can take chapter quizzes only once, so make sure you're prepared before launching one.
- You MUST keep up with the quiz schedule in order to pass this class. PROGRESS THROUGH THIS COURSE, ON-SCHEDULE, IS THE RESPONSIBILITY OF THE STUDENT. No extensions or exceptions will be granted except in cases of extreme hardship or medical necessity. Professional work demands do not constitute extreme hardship exemptions.

Research Paper: Using the Meggs book, develop a paper of 1,000 to 1,500 words (with footnotes or parenthetical citations and a bibliography in MLA style, plus visuals as desired) that illuminates how a specific artist, era, artistic genre, or artistic technique of the past (pre-20th century) has played a role in enhancing the global interconnectedness of the modern (21st century) world. (**NOTE:** Off-limits are Alphabets... Printing Press... and Internet.) You will be graded on the quality of your insight, depth of research and writing. Papers will NOT be accepted after the posted deadline.

Final Exam: The final exam will be a review of all chapters covered. The final exam will be open-book. You can take it only once. Final exam submissions will NOT be accepted after the posted deadline date.

RECOMMENDED COURSE SCHEDULE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	16	17	18	19	20	21
	<u>READ:</u> Ch. 1 & 2	<u>READ:</u> Ch. 3 & 4	<u>READ:</u> Ch. 5-6	<u>READ:</u> Ch. 7-8	<u>READ:</u> Ch. 9-10	<u>READ:</u> Ch. 11-12
22	23	24	25	26	27	28
Quizzes 1-12 Due by 11:59 pm CT	<u>READ:</u> Ch. 13 & 14	<u>READ:</u> Ch. 15 & 16	<u>READ:</u> Ch. 17 & 18	<u>READ:</u> Ch. 19 & 20	<u>READ:</u> Ch. 21 & 22	<u>READ:</u> Ch. 23 & 24
29	30	31	1			
Quizzes 13-22 Due by 11:59 pm CT	<i>(Memorial Day)</i>		Quizzes 23-24 & Final Exam Due by 11:59 pm CT			

NOTE:

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (see student’s Guide Handbook, Policies and Procedures, Conduct)

DISABILITIES ACCOMMODATION

Students requiring accommodations for disabilities must go through the Academic Support Committee. For more information, please contact the Director of Disability Resources and Services, Halladay Student Services Bldg., Room 303D, 903-886-5835.

ACADEMIC INTEGRITY AND CONDUCT

- All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (See Student’s Guide Handbook, Policies & Procedures, Conduct)

PLAGIARISM POLICY

Plagiarism is defined in the Oxford English Dictionary as, “The action or practice of plagiarizing; the wrongful publication or purloining, and publication as one’s own of the ideas, or expression of the ideas (literary, artistic, musical, mechanical, etc.) of another.” Plagiarism occurs any time another’s ideas or words are used without attribution. Direct quotations must be set off from other text by quotation marks (“”) cited according to MLA standards; paraphrasing of another’s ideas must also be cited according to MLA standards. Copying from other students also constitutes plagiarism. Prohibiting plagiarism and acknowledging the intellectual contributions of others are core values of scholarly professionalism and elements of U.S. civil and criminal law. Any offense wholly or partially touching the definition cited above constitutes plagiarism and is grounds for a failing grade of “F” in this class. No exceptions.

AVOIDING PLAGIARISM

- **Allow time** for reading, rereading, absorbing information, taking notes, synthesizing, and revising your research strategy or conducting additional research as new questions arise.
- **Thorough, orderly notetaking.** Sloppy notetaking increases the risk that you will unintentionally plagiarize. Unless you have taken notes carefully, it may be hard to tell whether you copied certain passages exactly, paraphrased them, or wrote them yourself. This is especially problematic when using electronic source materials, since they can so easily be copied and pasted into your own document.
- **Identify words that you copy directly** from a source by placing quotation marks around them, typing them in a different color, or highlighting them. (Do this immediately as you are making your notes. Don’t expect to remember days or weeks later what phrases you copied directly.) Make sure to indicate the exact beginning and end of the quoted passage. Copy the wording, punctuation and spelling exactly as it appears in the original.
- **Jot down the page number and author or title of the source** each time you make a note, even if you are not quoting directly but are only paraphrasing.
- **Keep a working bibliography** of your sources so that you can go back to them easily when it's time to double-check the accuracy of your notes. If you do this faithfully during the note-taking phase, you will have no trouble completing the "works cited" section of your paper later on.
- **Keep a research log.** As you search databases and consult reference books, keep track of what search terms and databases you used and the call numbers and URLs of information sources. This will help if you need to refine your research strategy, locate a source a second time, or show your professor what works you consulted in the process of completing the project.
- **You must cite direct quotes.**
- **You must cite paraphrases.** Paraphrasing is rewriting a passage or block of text in your own words. If you paraphrase, you must still cite the original source of the idea.
- **You must cite ideas given to you** in a conversation, in correspondence, or over email.
- **You must cite sayings or quotations** that are not familiar, or facts that are not "common knowledge." However, it is not necessary to cite a source if you are repeating a well known quote or familiar proverb. Common knowledge is something that is widely known. For example, it is widely known that Bill Clinton served two terms as president; it would not be necessary to cite a source for this fact.
- **These types of sources should be cited as well:** Printed sources: Books, parts of books, magazine or journal articles, newspaper articles, letters, diaries, public or private documents; Electronic sources: Web pages, articles from e-journals, newsgroup postings, graphics, email messages, software, databases; Images: Works of art, illustrations, cartoons, tables, charts, graphs; Recorded or spoken material: Course lectures, films, videos, TV or radio broadcasts, interviews, public speeches, conversations.

PRINTED COPIES HANDED IN TO THE INSTRUCTOR MUST BE FORMATTED APPROPRIATELY AND FREE OF PROOFREADING ERRORS.