

**ART 407.81M | History of Graphic Design  
May-Mini 2014**

**INSTRUCTOR:** *Margie Bowles*

**COURSE SYLLABUS**

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**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, 4<sup>th</sup> 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.....70%  
2. Final Exam.....30%

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.

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
	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
	<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
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>
Quizzes 1-12 <b>Due by 11:59 pm CT</b>	<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
<b>29</b>	<b>30</b>	<b>31</b>	<b>1</b>			
Quizzes 13-22 <b>Due by 11:59 pm CT</b>	<i>(Memorial Day)</i>		Quizzes 23-24 & Final Exam <b>Due by 11:59 pm CT</b>			

**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.