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## **ART 507-301 - 85756 - History of Graphic Design**

Thursdays – 6:30 – 9 - Fall 2022

### **INSTRUCTOR INFORMATION**

Instructor: Melynda Seaton, Assistant Professor of Art History

Office Location: Art 113

Office Hours: Tuesdays & Thursdays – 1 – 1:45 pm or by appointment

Office Phone: 214-810-4732 or Department of Art Office - 903-886-5208

903-886-5208 (Department of Art Office)

Office Fax: 903-886-5987

University Email Address: Melynda.Seaton@tamuc.edu

Preferred Form of Communication: email

Communication Response Time: M-TH: 24-48 hours, F-Sun will reply following Monday

### **COURSE INFORMATION**

#### **Textbook(s) Required**

*Graphic Design History*, 2nd edition by Johanna Drucker and Emily McVarish

ISBN-13: 9780137559176 -Digital Edition

ISBN-13: 9780205219469 – Print Copy

### **COURSE DESCRIPTION**

A survey of the evolution of graphic arts as they relate to the history of art. Topics include formal, stylistic, social, political, economic, and historical aspects. Emphasis on art movements, schools of thought, individuals, and technology as they interrelate with graphic arts.

### **COURSE OBJECTIVES *Student Learning Outcomes***

- 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.

*The syllabus/schedule are subject to change.*

## Minimal Technical Skills Needed

Using D2L Brightspace learning management system, Microsoft Word, Microsoft PowerPoint.

## Course Instruction Methods and Student Expectations:

This course will require weekly reading assignments, written assignments, quizzes, and exams.

## COURSE REQUIREMENTS

### Grading

Final grades in this course will be based on the following scale:

A = 90%-100%		A = 360- 400 Points
B = 80%-89%		B = 320- 359 Points
C = 70%-79%	OR	C = 280- 321 Points
D = 60%-69%		D = 240- 279 Points
F = 59% or Below		F = 239 & > Points

### Assessments

Reading Quizzes - 5 @ 20 pts = 100 pts (Lowest grade of 6 will be dropped)

Exams - 2 @ 100 pts each = 200 pts

Research Project - 100 pts

Total Points - 400

### Course Policies:

**Reading Quizzes/Assignment:** In-class quizzes/assignment *cannot* be made up. Lowest grade of 6 quizzes/assignments will be dropped.

**Missed Exams:** Exams can only be made up if for excused absences. Email notification must be sent to the professor **BEFORE** the exam and documentation of circumstance may be required. See course schedule for exam dates.

**Participation:** Students are expected to attend class, having done the assigned reading, and be prepared to critically discuss the readings and actively participate in class discussion. The success of each week's discussion depends on the preparation of all the class participants.

**Attendance: You may be absent from class twice.** There is no distinction between excused and unexcused absences. On your first absence you will receive an e-mail warning. On your second absence you will receive an e-mail to notify you of you of your standing. On your third absence you will receive an "F" in the class.

Two tardies of 20 minutes or more equals an absence. A tardy of 60 minutes equals an absence. Two late returns from break of more than 10 minutes equals one absence.

**Research Presentation: Due Dec.8 at 6 pm - 25 pts**

Each grad student will give a 10 – 15 minute presentation of their research. There will be an opportunity to answer questions, as you might in a conference or public lecture setting, adding to the professional skills you will be practicing. You should prepare a visual presentation that needs to be uploaded to D2L by 5:30 pm as a PDF file. There will be time after the presentations for you to incorporate feedback from your presentation into your research paper before it is due.

**Research paper: Due Dec. 14 at 11:59 pm - 75 pts**

This paper is an opportunity for you to more deeply explore a topic related to the History of Graphic Design.

- You can select any topic that interests you regarding Graphic Design – a particular artist, period style, etc. Please schedule a time to discuss your topic with me prior to Sep. 27.
- **It should not be a simple biography of an artist or merely review the information presented by your sources, but it should be a critical evaluation of your topic that provides original thought and assessment.**
- Your final paper is to be 4-6 pages (double-spaced, not including bibliography) and follow MLA formatting guidelines.
- It should include a minimum of 5 scholarly/peer reviewed sources.
- General encyclopedias, Wikipedia and the similar websites are not permitted. See “Appropriate Research Sources” posted to D2L for more information. Images should appear at the end of the paper.

**Academic dishonesty:**

There is zero tolerance for academic dishonesty in this class. Be sure that you understand what constitutes academic dishonesty (e.g., plagiarism, cheating on exams, theft of instructional material or exams, representing the work of someone else as one’s own, etc.). Academic dishonesty is a severe transgression in college and may result in referral to the Dean of Students, dismissal from class, expulsion from the University, and a failing grade. Please see [Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

**Classroom Etiquette:**

**CELL PHONE USE IS NOT PERMITTED IN THE CLASSROOM. ANY STUDENT TEXT MESSAGING WILL BE ASKED TO LEAVE CLASS. NO EXCEPTIONS.**

Please be mindful and respectful of others in the classroom. In all communication including email and discussion groups please adhere to the following guidelines:

- Use of profanity, slang or racial slurs is NOT permitted
- Be mindful of tone, keep it professional and respectful of others
- Avoid jokes, as they may not come across as such by others
- Grades are not an appropriate topic for discussion in the public forum

Any behavior that is deemed disruptive by the professor may result in a student being asked to leave class, and continued disruptions may also result in expulsion from the class.

### **Interaction with Instructor Statement**

Email is the quickest and most reliable way to contact me at [melynda.seaton@tamuc.edu](mailto:melynda.seaton@tamuc.edu) and I will conduct email correspondence according to the following schedule:

- Monday–Thursday: Every effort will be made to answer your emails within a 24-48-hour period.
- Friday–Sunday: I will try to answer your emails in a timely manner, but please understand you may not receive a response until the following Monday or Tuesday.
- You may also contact me at 214-810-4732. If you wish to call, please be mindful of the time and only call during normal business hours Monday – Thursday, 8 am – 5 pm.

*Please feel free to contact me with any questions or concerns you may have. If something is going on that is preventing you from attending class or getting your work done, please let me know.*

If you encounter problems accessing D2L, please contact Technical Support at 1-877-325-7778.

## **TECHNOLOGY REQUIREMENTS**

### **LMS**

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

### **ACCESS AND NAVIGATION**

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

## COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here: <https://community.brightspace.com/support/s/contactsupport>

## UNIVERSITY PROCEDURES/POLICIES

### Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### University Specific Procedures

#### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

#### TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

#### Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

### **Students with Disabilities-- ADA Statement**

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 have a disability requiring an accommodation, please contact:

#### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

### **A&M-Commerce Supports Students' Mental Health**

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)

## ART 407/507 Course Schedule

This is an IDEAL outline of the schedule this course will take throughout the semester.  
Class discussion topics and exam dates are all subject to change at the instructor's discretion

Date	Topics	Readings/Exams
Week 1 Sept. 1	Course Introduction	
Week 2 Sep. 8	The Invention of Writing & Alphabets The Asian Contribution	Chapters 1 & 2
Week 3 Sep. 15	Medieval & Renaissance Letterforms and Books	Chapter 3 & 4
Week 4 Sep. 22	Modern Typography and Print Media 1700-1800	Chapter 5
Week 5 Sep. 29	Graphic Design and the Industrial Revolution	Chapter 6
Week 6 Oct. 6	Mass production of Graphic Arts	Chapter 7
Week 7 Oct. 13	The Modern Movement and Graphic Design	Chapters 8 & 9
Week 8 Oct. 20	Advertising and Public Campaigns 1920s-1950s	Chapters 10 & 11
Week 9 Oct. 27	<b>Midterm Exam – Online</b> Class will not meet in person	
Week 10 Nov. 3	The International Typographic Style, Corporate Identity and Visual Systems	Chapter 12
Week 11 Nov. 10	Pop and Protest	Chapter 13
Week 12 Nov. 17	Postmodern Design	Chapter 14
Week 13 Nov.24	<b>THANKSGIVING HOLIDAY</b>	
Week 14 Dec. 1	Digital Design & Globalization	Chapters 15 & 16
Week 15 Dec. 8	The Digital Revolution and Beyond - continued <b>Graduate Presentations</b>	Chapter 16
Finals Week Dec. 14	<b>Final Exam</b>	