

ART 407.81W

**HISTORY OF
20TH CENTURY
GRAPHIC DESIGN**

Location

WEB BASED

Joshua Ege

OFFICE: 1914
DALLAS

OFFICE HOURS

Monday:
3:30PM-5:00PM

Tuesday:
10:00AM-NOON

Wednesday:
10:00AM-NOON

*OFFICE HOURS CAN BE
HELD IN PERSON OR
VIA ZOOM*

*Additional Office Hours can be
made available upon request
and availability.*

Contact:

joshua.ege@etamu.edu

COURSE CONTENT

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

COURSE OUTCOMES

Upon successful completion of this course, students will be able to:

- Identify and describe the major movements, styles, designers, technologies, and historical events that shaped graphic design throughout the twentieth century.
- Analyze graphic design artifacts within their historical, cultural, social, and technological contexts using appropriate design terminology and historical concepts.
- Compare and evaluate the evolution of graphic design practices across different periods, regions, and movements, recognizing how changes in society, industry, and technology influenced visual communication.
- Demonstrate comprehension of key concepts and historical developments through chapter quizzes, online discussions, and multimedia content.

CLASS PARAMETERS

This is a fully online, asynchronous course and does not include scheduled in-person or live class meetings. Students are expected to engage with the course content each week through assigned readings, videos, quizzes, and occasional online discussions in D2L.

Students are responsible for reading the assigned chapter from the course textbook each week according to the course schedule. After completing the reading, students will complete a chapter quiz designed to assess their understanding of the historical concepts, designers, movements, and terminology presented in the material. Quizzes should be completed by the posted deadlines.

Throughout the semester, students will also participate in online discussion board activities (approximately 2-3). These discussions are intended to encourage thoughtful engagement with the course content, provide opportunities to connect historical developments to contemporary design practice, and foster interaction with classmates. Students are expected to contribute meaningful, well-written responses and, when required, respond respectfully to the posts of their peers.

Because this course is delivered asynchronously, students are expected to manage their time effectively, log into the course regularly, review announcements, and meet all assignment deadlines. Successful completion of the course requires consistent participation and timely completion of all required coursework.

BOOK REQUIREMENTS

Graphic Design: A New History, Third Edition by Stephen J. Eskilson

INSTRUCTOR CONTACT AND RESPONSE TIME

Please use your university email as your primary source of contact. If your email is more than a short paragraph, please consider making a office appointment. If you have an emergency, please feel free to email me:

joshua.ege@etamu.edu

Communication from students will be responded to within a reasonable time during the work week. Weekend communication will be handled the next business day unless noted. Due to the high volume of email that is received an important message may be missed, if an important email has not been responded to in 24 hours Monday-Friday, please send it again.

SYLLABUS UPDATE 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.

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GRADING GUIDELINES

Students are expected to complete all assigned textbook readings according to the course schedule before attempting quizzes. Success in the course depends on keeping pace with the reading assignments, quizzes, and discussion boards.

Discussion boards provide opportunities to analyze historical design movements, expand upon visual examples, and engage thoughtfully with classmates. Students are expected to contribute meaningful, well-supported responses that demonstrate engagement with the material.

Weekly discussion posts require:

- A visual example related to the weekly reading assignment, but not already in the book.
- If the visual example has been posted by someone else, find another example.
- A byline with date of the work and a short rationale as to why it relates to the reading assignment.

Mid-term and final discussion typically requires:

- One original post responding to the discussion prompt.
- Two substantive replies to classmates.
- Posts should reference course concepts, historical examples, or assigned readings whenever appropriate.
- Responses should contribute new ideas, ask thoughtful questions, or expand the conversation rather than simply expressing agreement.
- Discussion posts should demonstrate professionalism, respectful communication, and college-level writing.

Grades will be assigned according to the following scale:

- A** — 90-100 Excellent
- B** — 80-89 Good
- C** — 70-79 Meets Minimum Expectations
- D** — 60-69 Below Minimum Expectations
- F** — 0-59 Doesn't Approach Minimum Expectations

These specifications are applied with the following percentages:

- 50% weekly quizzes**
- 20% weekly discussion board**
- 15% mid-term discussion board**
- 15% final discussion board**

ARTIFICIAL INTELLIGENCE

East Texas A&M acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text and image, or suggest replacements for text and image, as determined by the instructor of the course. For the purposes of ART407 History of 20th Century Graphic Design, the use of Artificial Intelligence is not allowed for completing graphic or written assignments.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course.

Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

TECHNOLOGY REQUIREMENTS

The University is providing you with the Creative Cloud.

A reliable internet connection is suggested for successful classroom participation.

D2L/Brightspace

All course sections offered by East Texas A&M 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>

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LMS Browser Support:

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@etamu.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 ETAMU 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 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. <https://www.etamu.edu/student-handbook/>

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>

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

Academic Integrity

Students at East Texas A&M 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:

UNDERGRADUATE ACADEMIC DISHONESTY 13.99.99.R0.03

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/>

STUDENTS WITH DISABILITIES-- ADA

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

East Texas A&M University

Gee Library- Room 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@etamu.edu

Website: Office of Student Disability Resources and Services

<http://www.etamu.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/Nondiscrimination>

NON DISCRIMINATION NOTICE

East Texas A&M 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.

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CAMPUS CONCEALED CARRY

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M 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 East Texas A&M 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.

<http://www.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployee-sAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M 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 East Texas A&M, 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.etamu.edu/counsel

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SCHEDULE

This is a schedule of reading, quizzes, discussion board entries and deadlines for the entire semester. It will be your responsibility to adjust your copy of the schedule if a change is announced. Changes in the schedule will be made in D2L. Failure to complete quizzes and discussions in accordance with the class schedule will negatively affect your final grade in the course. Each week there will be a reading assignment and a quiz over the material in the reading. The quiz will be due by 11:59pm each Sunday.

Week One: August 24-30

READ: Introduction, pg 12-27

READ: Chapter One: The Nineteenth Century: An Expanding Field, pg 28-53

QUIZ: Introduction & Chapter One

Week Two: August 31-September 6

READ: Chapter Two: Art Nouveau: A New Style for a New Culture, pg 54-103

QUIZ: Chapter Two

Week Three: September 7-13

READ: Chapter Three: Sachplakat, the First World War, and Dada, pg 104-135

QUIZ: Chapter Three

Week Four: September 14-20

READ: Chapter Four: Modern Art, Modern Graphic Design, pg 136-167

QUIZ: Chapter Four

Week Five: September 21-27

READ: Chapter Five: Revolutions in Design, pg 168-201

QUIZ: Chapter Five

Week Six: September 28-October 4

READ: Chapter Six: The Bauhaus and the New Typography, pg 202-229

QUIZ: Chapter Six

Week Seven: October 5-11

MIDTERM: Mid-term Discussion Part 1

Week Eight: October 12-18

MIDTERM DUE: Mid-Term Discussion Part 2

Week Nine: October 19-25

READ: Chapter Seven: American Modern and the Second World War, pg 230-269

QUIZ: Chapter Seven

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Week Ten: October 26-November 1

READ: Chapter Eight: The Triumph of the International Style, pg 270-303

QUIZ: Chapter Eight

Week Eleven: November 2-8

READ: Chapter Nine: Post Modernism: The Return of Expression, pg 304-355

QUIZ: Chapter Nine

Week Twelve November 9-15

READ: Chapter Ten: Contemporary Graphic Design, pg 356-385

QUIZ: Chapter Ten

Week Thirteen November 16-22

READ: Chapter Eleven: The Digital Present, pg 386-429

QUIZ: Chapter Eleven

Week Fourteen November 25-29

THANKSGIVING BREAK

Week Fifteen November 30-December 6

FINAL: Final Discussion Part 1

Week Sixteen December 7-11

FINAL DUE: Final Discussion Part 2
