

## THROUGHOUT SEMESTER:

- Readings listed should be done that week in preparation for the following week. Midterm and Final may cover material that is only in the book and not covered by lecture. **YOU CANNOT PASS THIS COURSE WITHOUT READING YOUR TEXTBOOK.**
- Each week, see that **#channel** on Slack (**#3573\_week1\_aug23, #3573\_week2\_aug30, etc.**). There will be a Spark post containing multiple required and optional videos and readings. These give the necessary explanation of the historical CONTEXT in which the graphic design occurs. You cannot properly explain and evaluate art without understanding what/who created it or in what time and cultural context it occurred.
- **Quizzes will be given every Thursday (unless otherwise noted) about the previous week's lecture and posted material.** The quizzes will be supplied via an email link a Google Form. They are due for submission by that Saturday at noon. Though the quiz grades count towards your final grade, they do not make up a significant portion. They are intended as study guides for the Midterm and Final, as the multiple choice questions (half of the midterm/final) will be pulled almost entirely from these quizzes. **If you do not complete your quizzes, you will have no study guide.**
- Easy **Flipgrid** responses will be required almost every week.
- **Timeline Project** work must be completed throughout the semester. See Project Sheet.

## THINK OF THE FOLLOWING CHAPTERS IN SECTIONS:

### **Part A | Chpts. 1 – 4 | c. 33,000 BCE (Meggs: 15,000 BCE) – 1470s CE**

The visual message from prehistory through the medieval era. Exploration of the cause and effect of the written symbol - including pictographic and phonetic - and the relation of this form of communication to the building of civilizations and class structure. Also introduction to materials necessary - including writing tools and substrates - and their effect.

## **Part B | Chpts. 5 – 8 | 1270s – 1810s**

Though woodblock printing and paper had been around in China and Korea long before this, the invention of the first printing press (1450s) occurs in Europe. This has widespread and lasting effects, as it is the beginning of mass communication. Also exploration into the origins of European typography and design for printing.

## **Part C | Chpts. 9 – 12 | 1760s – 1910s**

The Industrial Revolution: The impact of industrial technology upon visual communications. Design Arts (and “graphic design”) as a recognizable field of value amongst factory output. Also the beginnings of Modernism as artists no longer look to the past for inspiration, beginning with Art Nouveau.

### — **MIDTERM**

## **Part D | Chpts. 13 – 17 | 1890s – 1950s**

Graphic design in the first half of the twentieth century and amongst two world wars. This is known as The Modernist Era. Designers create forms with tenets of a utopian future, replacing burdensome tradition with new forms and ideas. Though genesis is found in Europe, America becomes a major player by mid-century. Art Deco also appears.

## **Part E | Chpts. 18 – 20 | 1930s – 1990s**

The Age of Information: Graphic design in the beginnings of a global village as visual language communicates what words alone cannot. Design and business become partners and the Creative Revolution occurs, changing the field of advertising forever. Modernism reaches its peak with International Typographic (or “Swiss”) Style.

## **Part F | Chpts. 21 – 22 + information not in Meggs | 1950s – early 2000s**

Postmodernism and the return of expression from psychedelic posters to grunge deconstruction and appropriation amongst world-changing technological advances. Though Modernist style is still alive, the ideology has increasing dystopian underpinnings. As the new millennium begins with paradigm-shifting communication advances available, what comes next? What recent events will be iconic in the history of graphic design and what are just sweeping trends that will be forgotten?

### — **FINAL**

Following is a general schedule created in August 2021.

All project sheets and in-class announcements override these dates.

## WEEK OF AUG 23

Tues Aug 24: A-State classes begin.

- **Lectures:** Introduction
- Class contract (Google Form) **DUE** > [CLICK HERE](#)
- Flipgrid video - Topic: "Greetings & Salutations - 3 Things" **DUE** > [CLICK HERE](#)
- *After Wednesday class, in preparation for next week:*  
See Spark link on **#3573\_week\_1\_aug23**; skim Chpt. 1 "The Invention of Writing"; skim Chpt. 2 "Alphabets"; read Chpt. 3 "The Asian Contribution", and skim Chpt. 4 "Illuminated Manuscripts"

## WEEK OF AUG 30

- **Lectures:** Early Writing Systems; Asian Contribution; Illuminated Manuscripts (Part A)
- **Quiz:** see Google Form URL in A-State email by Thurs, due by Saturday noon
- **Flipgrid Response:** see Topic URL in that week's Slack #channel by Thurs, due by Saturday noon.
- Begin **Timeline Project:**  
Start on **B-1**.  
Start on **A** >> work on throughout semester
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_2\_aug30**; read Chpt. 4 "Illuminated Manuscripts"

## WEEK OF SEPT 6

Mon Sept 6: Labor Day. No classes.

- **Lecture:** Illuminated Manuscripts (Part B)
- **Quiz:** see Google Form URL in A-State email by Thurs, due by Saturday noon
- **Flipgrid Response:** see Topic URL in that week's Slack #channel by Thurs, due by Saturday noon.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_3\_sept6**; read Chpt. 5 "Printing Comes to Europe"; read Chpt. 6 "The German Illustrated Book"; read Chpt. 7 "Renaissance Graphic Design"

## WEEK OF SEPT 13

- **Timeline Project** > **B-1 DUE** >> Artist/Designer picked this week. Begin **B-2**.
- **Lectures:** German Typography and the Rise of Printing; Renaissance Graphic Design
- **Quiz:** see Google Form URL in A-State email by Thurs, due by Saturday noon
- **Flipgrid Response:** see Topic URL in that week's Slack #channel by Thurs, due by Saturday noon.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_4\_sept13**; skim Chpt. 8 "An Epoch of Typographic Genius"; read Chpt. 9 "Graphic Design and the Industrial Revolution"

## WEEK OF SEPT 20

- **Lectures:** Typographic Explosion; Industrial Revolution; Victorian Era
- **Quiz:** see Google Form URL in A-State email by Thurs, due by Saturday noon
- **Flipgrid Response:** see Topic URL in that week's Slack #channel by Thurs, due by Saturday noon.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_5\_sept20**;  
read Chpt. 10 "The Arts and Crafts Movement and Its Heritage"
- [Conversations with Designers](#) (required) | Tues Sept 21, 6-7pm | [Zoom](#)

## WEEK OF SEPT 27

- **Timeline Project** > **B-2 DUE** >> Begin **C**.
- **Lectures:** *Victorian Era*, Arts and Crafts Movement, William Morris, Art Nouveau
- **Quiz:** see Google Form URL in A-State email by Thurs, due by Saturday noon
- **Flipgrid Response:** see Topic URL in that week's Slack #channel by Thurs, due by Saturday noon
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_6\_sept27**; read Chpt. 11 "Art Nouveau"; read Chpt. 12 "The Genesis of 20th Century Design"; skim Chpt. 13 "The Influence of Modern Art"

## WEEK OF OCT 4

A-State Midterms Oct 6-12

- **Lectures:** Introduction to Modernism A (*influence of Modern art*)
- Midterm Guidelines provided; Preparation for Midterm activity
- **Quiz:** *no quiz for students this week* - see provided KEY
- *No Flipgrid response this week.*
- *After Wednesday class – OR just do in the 48 hours after your Midterm is finished because this won't be on that test! – in preparation for class on October 13th:*  
View Spark link on **#3573\_week\_7\_oct4**; read Chpt. 14 “Pictorial Modernism”;  
read Chpt. 15 “A New Language of Form”

## WEEK OF OCT 11

A-State Midterms Oct 6-12

- **MIDTERM: Mon Oct 11** (in normal classroom at usual class time)
- *No quiz or Flipgrid response this week.*
- **Lectures:** Introduction to Modernism B (*Modernism in graphic design*)
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_8\_oct11**; skim Chpt. 16 “The Bauhaus and the New Typography”  
(we will thoroughly cover in lecture!)

## WEEK OF OCT 18

- **Lectures:** Bauhaus
- **Quiz:** see Google Form URL in A-State email by Thurs, due by Saturday noon
- **Flipgrid Response:** see Topic URL in that week’s Slack #channel by Thurs, due by Saturday noon.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_9\_oct18**; read Chpt. 17 “The Modern Movement in America”
- **FRI OCT 22 - BFA Review**

## WEEK OF OCT 25

- **Timeline Project** > **C DUE** >> Begin **D**.
- **Lectures:** 20th Century Type; Modernism in America
- **Quiz:** see Google Form URL in A-State email by Thurs, due by Saturday noon
- **Flipgrid Response:** see Topic URL in that week's Slack #channel by Thurs, due by Saturday noon.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_10\_oct25**; watch **Helvetica** documentary;  
read Chpt. 18 "The International Typographic Style"; read Chpt. 19 "The New York School"
- **Conversations with Designers** (required) | Tues Oct 26, 6-7pm | **Zoom**

## WEEK OF NOV 1

- **Lectures:** International Typographic Style; New York School intro; *Watch Helvetica*
- **Quiz:** see Google Form URL in A-State email by Thurs, due by Saturday noon
- **Flipgrid Response:** see Topic URL in that week's Slack #channel by Thurs, due by Saturday noon.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_11\_nov1**; watch **Art & Copy** documentary;  
read Chpt. 20 "Corporate Identity and Visual Systems"

## WEEK OF NOV 8

Nov 7: Daylight Saving Time ends

- **Timeline Project** > **D DUE** >> Begin **E**.
- **Lectures:** New York School, Paul Rand; Corporate Identity and Visual Systems
- **Quiz:** see Google Form URL in A-State email by Thurs, due by Saturday noon
- **Flipgrid Response:** see Topic URL in that week's Slack #channel by Thurs, due by Saturday noon.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_12\_nov8**; read Chpt. 21 "The Conceptual Image"

## WEEK OF NOV 15

- **Lectures:** The Conceptual Image; Introduction to Postmodernism
- **Quiz:** see Google Form URL in A-State email by Thurs, due by Saturday noon
- **Flipgrid Response:** see Topic URL in that week's Slack #channel by Thurs, due by Saturday noon.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_13\_nov15**

## WEEK OF NOV 22

*Fall Break*

## WEEK OF NOV 29

- **Timeline Project** > **A DUE** > **E DUE**
- **Lectures:** Early Postmodernism; Postmodernism: New Wave and Grunge - Deconstruction, Appropriation, Technology, Authorship; Post-Postmodernism
- **Quiz:** see Google Form URL in A-State email by Thurs, due by Saturday noon
- **Flipgrid Response:** see Topic URL in that week's Slack #channel by Thurs, due by Saturday noon.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_14\_nov29**
- [Conversations with Designers](#) (required) | Tues Nov 30, 6-7pm | [Zoom](#)

## WEEK OF DEC 6

*Thurs Dec 9: A-State Last Day of Classes*

- **Timeline Project** > **F DUE**
- **Lectures:** Postmodernism: New Wave and Grunge - Deconstruction, Appropriation, Technology, Authorship (cont.); Contemporary Design; Post-postmodernism
- **Flipgrid Response:** see Topic URL in that week's Slack #channel by Thurs, due by Saturday noon.
- *No quiz this week. Study guide for last section provided.*
- **Finals Guidelines Provided**

## WEEK OF DEC 13

[A-State Finals](#) Dec 13-17

- **FINAL: Wed Dec 15, 2:45pm-4:45pm** (in normal classroom)

2:00 pm MWF, MW or WF 2:00 pm W 2:00 pm MTWR or MTWRF 2:30 pm MWF, MW or WF	W, Dec 15	2:45 pm – 4:45 pm
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