

midterm guidelines

COURSE GRADE

- The course grade will be based on tests [midterm and final] (80%), Timeline Project (14%), weekly quizzes (3%), and class participation (3%).
(Percentages are approximate. See how attendance affects grade.)

SCHEDULE

PART 1

PART 2 [A & B]

WEEK OF OCT 4

MON OCT 4:

- **LECTURE:** *Introduction to Modernism 1 (Influence of Modern Art, which is mostly a review from Survey and will not be a large portion of midterm.)*
- **QUIZ 6:** *No quiz for students to take. Instead, the KEY will be provided for students to add to their Study Guide for Part 1 of the Midterm. (See in GRADED QUIZZES folder.)*
- **Midterm Guidelines** provided.

WED OCT 6:

- Meet in class for a **Midterm Practice Session**. This will only be a practice for Part 2 of the midterm. It is intended to relieve test anxiety and help students better understand how to best prepare their STUDY SHEET.

BEFORE MIDTERM: While studying for midterm, student should spend a significant amount of time to create the STUDY SHEET unless they have a ridiculously good memory and zero test anxiety. By WRITING answers out, you are locking information into your head!

WEEK OF OCT 11

MON OCT 11:

MIDTERM:

- **The test will begin at 2:00pm**, so please arrive earlier than usual. The test will last until **3:50**, so expect to be present the entire time.
- The test is in our normal classroom. Students will have assigned seats.
- Each student will turn in his/her/their STUDY SHEET to Prof. Arnell at the front of the room before test begins.
- Each student will sit with only a writing utensil. **All other bags, coats, supplies, PHONES, WATCHES (even if not digital) etc. will be placed in the front of the room** for Part 1.
- After Part 1 is collected, professor will hand out Part 2 and return each student's STUDY GUIDE to use. Lights will be dimmed and Part 2A will begin.

DESCRIPTION:

45 multiple-choice questions pulled from weekly quizzes. Please read question carefully as a question might be slightly reworded. There will be no written answers.

MATERIALS ALLOWED:

Only a writing utensil (and eraser and/or pencil sharpener if necessary) is allowed for this part of the midterm.

TIME:

20 minutes

WHAT TO STUDY:

- See all graded Quiz PDFs in your shared folder! This includes the KEY to Quiz 6 after Monday's Modernism 1 lecture.
- Professor will not provide correct answers again to any missed questions, as these were covered each week in class with clear directions.
- Professor will not provide any missing quizzes – blank or answered.

DESCRIPTION:

MIDTERM **PART 2A**: Image Identification and Essay #1

MIDTERM **PART 2B**: Image Identification and Essay #2

- For each of the above, one image will be displayed on the screen.
- Numbered questions will be listed to help you create a comprehensive essay ([see example](#)).
- For Question #4 ([see here](#)), another identified image will be supplied that will be used for comparison to further guide your essay.

MATERIALS ALLOWED:

Student should create a STUDY SHEET to the following rules:

- ONE flat double-sided normal (8.5 x 11 inches) piece of paper of your own **hand-written notes** is allowed.
- Student's name must be on it.
- It must be tangible.
- The only words should be those **written by hand**. (Does not need to be in English.)
- **Images cannot be taped to the sheet**, though sketches created by hand on the paper by the student are allowed.
- Nothing at all can be taped on the sheet.
- No magnifying instruments or electronic devices* allowed. If I see any phones, tablets, laptops, watches, etc., I will collect your test and fail you for the entire midterm.
** If an international student requires a translation app, please see Prof. Arnell Wednesday, Oct 4th.*
- All STUDY SHEETS will be collected at the end of the midterm.
- **If any of these rules are not followed, student will not be allowed access to it during the midterm.**

TIME:

MIDTERM **PART 2A**: 35 minutes

MIDTERM **PART 2B**: 35 minutes

WHAT TO STUDY:

Individual images will cover something in regards to at least one the following. How they relate to each other requires application of your critical thinking skills. Remember that each piece is framed by and affects the history, so clearly understand the work within its context.

- The evolution (how and why) of writing systems from pictographic symbols to one of phonetic symbols. The impact of a writing system on a civilization.
- The construction, purpose, and regional styles of illuminated manuscripts in Europe during the medieval era. Consider the how and the WHY.
- The invention of the printing press and its independent, movable, reusable type: specifically its effect on civilization and its societal constructs – at that time and even up until today.
- The Arts and Crafts Movement in reaction to the Industrial Revolution and its effects on both product and artist.
- Description of Art Nouveau's influences, style, purpose(s) and ideology within its historical time frame and geographic location(s). Also consider why and how it is the first step in Modernism.

Any images shown on Part 2 of the midterm will be pulled from this list (UPDATED OCT 7)

1. Detail from the Papyrus of Hunefer, c. 1370 BCE; Papyrus
2. The Rosetta Stone, c. 197–196 BCE; Granite
3. The Vatican Vergil, The Death of Laocoön, early 5th century; Parchment
4. The Book of Kells, Chi Rho Page, 794–806; Parchment
5. The Book of Kells, Symbols for Authors of the Four Gospels, c. 794–806; Parchment
6. Coronation Gospels, Gospel of St. Mark, Opening Pages, c. 800; Parchment
7. The Gutenberg Bible, Johann Gutenberg, 1450–55 (page spreads shown in book or lecture); Most Ink on Paper, some printed with Ink on Parchment
8. Master Alphabets for Romain du Roi, Louis Simonneau, 1695; Ink on Paper
9. Portrait of a Courtesan, Kitagawa Utamaro, late 1700s; Ink (from woodcut) on Paper
10. Sarah Bernhardt, Photograph, F.T. Nader, 1859; Photograph

11. Trademark for the Century Guild, Arthur H. Mackmurdo, 1884; Ink on Paper
12. La Goulue au Moulin Rouge Poster, Henri de Toulouse-Lautrec, 1891; Ink on Paper
13. Kelmscott Press Trademark, William Morris, 1892; Ink on Paper
14. Sarah Bernhardt as Joan of Arc Poster, Eugene Grasset, 1894; Ink on Paper
15. Gismonda poster, Alphonse Mucha, 1894; Ink on Paper
16. Job Cigarettes Poster, Alphonse Mucha, 1898; Ink on Paper

EXAMPLE: See the following pages.

The font and formatting may change on the 2021 version, but the information will be the same.

ARTH-3573 FALL 21 • MIDTERM • PART 2A

Name WRITE YOUR NAME AS SOON AS YOU RECEIVE THIS!

Please write legibly. If I cannot read your writing, I will count it as an incorrect answer.

Identify the image, per what is listed on the Image Study Guide.

- The title of the piece:
Write information here clearly. If there is no official title of the work, use what it was called on the Study Guide.
- Artist(s) name(s) if available:
Write information here clearly. If there is no known artist, leave blank or write "artist unknown".
- Year(s) or time period the piece was created:
Write information here clearly. Use the information provided on the Study Guide. For example, if it's circa (c.), then write that before the year.
- Material of presented form:
Write information here clearly. Use the information provided on the Study Guide.

For each of the following:

- *Answer all of the questions thoroughly.*
- *To signify which question you are answering, simply **write the number** (1, 2, 3, 4, or 5) next to your answer.*

1. Briefly explain **the time period** in which this artwork was created?
How did this affect the creation of the piece?
2. If known, **who** created this artwork and why did they create it? Did the artist(s) create other work that influenced or was influenced by this piece? Did this person's occupation and/or religious or political beliefs affect the artwork's creation?
3. **Where** was this artwork created? Supply any information about how this affected the creation of the piece or how this influenced others in the area.

4. This question's artwork will be labeled with **IMAGE 1**.
Another image (**IMAGE 2**) is shown and identified for you.
Explain how **IMAGE 1** relates to **IMAGE 2** in the context of the history of graphic design.

5. (Optional) Are there any more points you would like to make that were not stated above that further explain *why* this piece is important to study in the history of graphic design?

*Answer all of these on the provided 5 blank pages.
See guide on the next page.*

1. (<< Write that number clearly.) Write about the number 1 question.
There is no minimum* amount of space, but probably at least one half page of information would be ideal. If there is no known artist (#2), then this answer (#1) will likely take up at least one full page.
2. (<< Write that number clearly.) Write about the number 2 question.
There is no minimum* amount of space, but at least one half page of information would be ideal. If the artist is unknown, don't worry about answering anything for #2.
3. (<< Write that number clearly.) Write about the number 3 question.
There is no minimum amount of space, but at least one half page of information would be ideal.
4. (<< Write that number clearly.) I will show you another image from your Study Guide and identify it for you on screen. They will be clearly labeled as IMAGE 1 (the image you identified) and IMAGE 2 (this new image I have identified for you, though it will be from your images to study).
 - Explain the relationship between the two images per the history of graphic design. Refer to them as IMAGE 1 and IMAGE 2.
 - There is no minimum* amount of space, but at least one half page of information would be ideal.
5. (<< Write that number clearly.) Depending on how clearly you explained everything in the previous questions, you may only need a sentence or two here or you may need another full page - OR you may need nothing at all.. It might be that there is important information about the piece, like influential artists or movements not fully explained above, that isn't quite answered in questions 1-4. You may also explain the artwork itself in further detail.

Remember that you don't necessarily have to write these all in order.

For example, you're writing your answer to #3 about the location and suddenly realize you want to say more about the time period, then start a new paragraph with #1 and write away!

* There is not a set minimum amount of space, but there is a minimum amount of information. See suggested minimum that relates to the amount of information, considering you have only 35 minutes to complete this.