

timeline project

problem What is the overall history of graphic design? Art is influenced by its predecessors, as well as its cultural context. This is especially true for graphic design, which sits at the crossroads of fine art and communication, reflecting and reinforcing its specific social constructs.

In past ARTH4573 class, a research paper has been demanded; however, this becomes too specific because it is about one artist or movement. In addition to this, graphic designers should prefer the substantial challenge to translate a large amount of verbal information into a concise visual. With regards to audience cognition of a page (or site) and visual hierarchy for inviting information delivery, mixed together with budget/schedule and its artistic cousin form/content, the entire history of graphic design will be executed via a visual timeline.

objectives Because this is a 4000 level course, students will work independently with the same deadlines throughout the semester regarding the same project. This should grow and evolve within the semester instead of finishing it at the last minute. Figure out your schedule NOW because this project is *huge*, both in scope and execution.

specs There are certain specifications that students must follow. Everything else is up to the student's individual problem-solving. The execution must be a form of graphic design and deliver information in an approachable manner. Students are only allowed to execute this piece in a digital form, as printing is far too expensive. Any of the following are allowed:

- Website, live via a free service like weebly.com or wix.com.
Do not pay for a domain name and server space.
- Website file, not live
- Interactive Prezi (*prezi.com*)
- PowerPoint file
- Keynote file
- Oversized Poster PDF
- Multi-Page Book PDF
- Issuu of Multi-Page PDF (*be careful because Issuu is as cool as it is undependable*)
- Other ideas may be presented to me within the first 3 weeks of the semester.

project Student will create one large timeline from c. 15,000 BCE (Cave Paintings at) Lascaux to the beginning of the 21st century, following the Meggs timelines provided within the textbook. (In the 4th Edition, the pages are: before page 1, 62-63, 132-133, and 354-355.) This timeline will not be an exact copy, as Meggs will break certain time periods up per the chapter discussing the subject (like "The Asian Contribution"). This project demands ONE timeline (though thousands of years of nothing happening can be a smaller area than it should actually be). **See below for words and images that must be on the timeline. All extra imagery and copy is extra credit, assuming it is correct.**

text **An explanation of the following periods** (see next page) **must also be worked into the timeline.** See the paragraphs that must be included online TIMELINE_TEXT_PROJ_SPR16.DOC. *If you do not have a version of Word that will open this, please see me.*

text (cont.) Classical Antiquity
Influence of the Silk Road
Medieval Era
Renaissance
The Age of Enlightenment
Industrial Revolution
Victorian Era
20th Century then at the 20th Century, begin to break things into decades:
1910s, 1920s, 1930s, 1940s, 1950s, 1960s, 1970s, 1980s, 1990s
21st Century

images See “TIMELINE_IMAGES_PROJ_SPR16.DOC” for all required images. Any other correct images are encouraged for extra credit. Please note the images listed have only key words, while each of your images must have the following information attached in some way:
Artist’s name (if available), Name of Artwork, Year Created, Medium (if available)
For example:
Jan Tschichold, *Cinema Poster for Die Hose (The Trousers)*, 1927, ink on paper

You may acquire these images by scanning Meggs or finding them online. Just be sure that these are high enough resolution for whatever your final project will be. If you do not understand what this means, please see me or talk to a graphic design major. *Consider getting into study groups and finding images together, as this is not cheating. Doing the exact same project is cheating. For example, if you have the exact same PowerPoint file with a different theme, you will both fail.*

citations In past semesters, I have asked for citations on text and image sources. However, this is for educational purposes and most of you will be pulling sources from the same two textbooks and multiple lengthy web addresses. Therefore, you do not need to include any citations, understanding that you should **never** claim any of the sources as your own.

what is due
& schedule

PART A:

- All image files found, but I do not want you to send me the images. Instead, do a screen shot of all image files organized in some way. If you are on a Mac, Shift + Command + 4, click and drag. A PNG file will appear on your desktop. Google how to do this on any other computer. Label the screen shot(s) as “**YOUR LAST NAME_ImageFiles_SPG16.png**”. If you have multiple images, use “ImageFiles1”, “ImageFiles2”, etc.
- Word doc of all images’ correct citations. Only words, as images do not need to be on this file. Save this as “**YOUR LAST NAME_ImageCredits_SPG16.doc** (or docx)”. Send one email with the above attachments to “narnell@astate.edu”. *If you have any questions (not excuses), you may ask me in the email.*

DUE Email to Prof. Arnell **by Wednesday March 16th, 10pm.**
(Please do not email me any earlier than Monday March 14th.)

what is due
& schedule
(cont.)

PART B:

- Visual proof that you have begun your Timeline Project. Take a screen shot and add as a Comment to the Facebook post that will be available the Monday that this is due. Do not Post this, but Comment to my Post asking for them.

DUE: I will Post on our FB group asking for Commented proof of progress on Monday March 28th. You must Comment to this Post **before Wednesday March 30th, 10pm.**

- Work on this project according to your schedule. Remember, this is replacing a 4000-level research paper. You must set aside time and put forth effort to do your best on the project. Because this is a 4000-level course, I trust you can work independently. Therefore, the next time I will require anything from you will be the final finished project.
- *Optional:* Questions answered after class regarding the project, including how to hand files in, problems you are running into with software, etc.

Monday, April 11th, Monday, April 18th, Wednesday, April 27th

PART C: Turn in final Timeline Project, presentations TBD.

- If you have a live website or an Issuu site, please FB message me your address.
- File types accepted: PDF, PPT or PPTX, HTML and other web files in a folder, PEZ (exported Prezi file), KEY (Keynote file)
- I will collect files in the following ways: Dropbox link, burned CD, or flash drive that I will return when you take your final.

DUE: All files due to me **by 3pm, Monday May 2nd** (last day of class).

evaluation

You will be graded on the following:

IMAGE FILES (screen shot):

- Complete - Y N
- Deadline met - Y N

IMAGE CITATIONS:

- Complete - Y N
- Deadline met - Y N

FINAL PROJECT EVALUATION:

- Directions were followed accurately with absolutely no errors.
- Legible flow of information.
- All required written information included.
- All required visual information included.
- Image resolution is high enough to be clear.
- Citations complete.
- File works with no problems.
- Ambition - How much did you challenge yourself? Did you plan your time well?

OPTIONAL COMMENTS: *(brief written critique here if necessary)*

FINAL GRADE: *(percentage and letter grade)*