

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 classes, 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. Students must still cite all information and images correctly displaying proper research methods.

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:

- PowerPoint file
- Keynote file
- Google Slides file
- Multi-Page Book PDF exported from InDesign only (no Office or Illustrator files)
- Website file(s), **not live**
- Other ideas may be presented to me within the first 3 weeks of the semester. The file type cannot be accessible to the public, like a free website that is not password protected. Also understand how many pages this will involve!

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. 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. Do not include any extra images.**

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_SPR17.DOC. *If you do not have a version of Word that will open this, please see me.*
Classical Antiquity
Influence of the Silk Road
Medieval Era

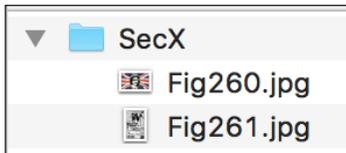
text (cont.)	<p>Renaissance</p> <p>The Age of Enlightenment</p> <p>Industrial Revolution</p> <p>Victorian Era</p> <p>20th Century then at the 20th Century, begin to break things into decades: 1910s, 1920s, 1930s, 1940s, 1950s, 1960s, 1970s, 1980s, 1990s</p> <p>21st Century</p>
images and captions	<p>See “TIMELINE_IMAGES_PROJ_SPR17.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 as your caption:</p> <p>Artist’s name (if available), <i>Name of Artwork</i>, Year Created, Medium (if available)</p> <p><i>For example:</i></p> <p>Jan Tschichold, <i>Cinema Poster for Die Hose (The Trousers)</i>, 1927, ink on paper</p> <p>BE SURE that the caption is correct and VISIBLE below all images.</p> <p>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 <u>is</u> cheating. Be aware that there are differences in this semester’s requirements vs. earlier semesters that I will check. If you use information from a previous semester, I will know and consider your file a copied document. You will fail the project and I will report plagiarism to the department.</p>
bibliography page/slide	<p>You will need one bibliography slide or page at the end of your presentation/book. This must be completed in <i>Chicago style</i>. Everyone will include this citation in the bibliography with the edition of the book (check year and authors too) you are using adjusted.:</p> <p>Meggs, Phillip B. and Alston W. Purvis. <i>Meggs’ History of Graphic Design</i>, 5th Edition. Hoboken, NJ: John Wiley & Sons, 2012.</p> <p>For other books, sites, podcasts, etc. from which you gathered information, see online sources for Chicago Manual of Style’s correct BIBLIOGRAPHY (not footnote/endnote) citation method.</p> <p>>> Websites from which images were pulled are not necessary for you to cite <i>only</i> for this project in this class. Never claim you took the picture and never sell your work as a commercial product. An academic paper would require proper citation and selling imagery that you do not own breaks copyright laws. This is also why I am not allowing any project to be turned in via a publicly accessible form like a website that is not password-protected.</p>
title page/slide	<p>Include a title page or slide in your finished project that includes:</p> <p>Your First and Last Name ARTH-4573 SPG17</p>

schedule **Preliminary Research:**

- Search for images either by yourself or in groups. **There are almost 300 images to find.** See PDF on nikkiarnell.net explaining how to most efficiently search for images with a high enough resolution. There are also online sources from which you can find images like <http://arthistoryresources.net>, <http://www.metmuseum.org/art/collection>, and <http://www.artic.edu/aic/collections/>.

PART A: ORGANIZATION OF IMAGES FOUND

- See “**TIMELINE_IMAGES_SECTIONS_PROJ_SPR17.docx**”. The sections have now been labeled for better organization in Part A. *Please remember that these sections are simply a way to organize the images per an edition of Meggs and the no longer required Poyner book. A timeline is a timeline. Put the images where they go in history, regardless of how anybody organized them in a book.*



1. Create folders entitled “SecA”, etc. All the way to “SecCC”.

2. Underneath these folders, include the images that will be titled with Fig and the corresponding NEW number. For example, “Paul Rand, cover for Directions magazine, 1940” will be “Fig211.png” (or jpg) under a folder entitled “SecR”

3. Take a screen shot of the icons of these image files organized as specified above.

Do not send me the actual image files. Do a **screen shot** of all image files organized in a way that corresponds to your Image Credit list (see next bullet point). To take a screen shot: 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_SPG17.png**”. As you will likely have multiple screen shots, use “ImageFiles1”, “ImageFiles2”, etc. in the PNG name.

*Remember that the images must match up with what the image actually is. I do not need to see this in the first stage. You will eventually see all of these images either in the Meggs book or in a lecture and you **MUST** check the images are correct. In the list, I provided some help. For example, in SecA Fig6, the line reads “Hittite cylinder seal, undated (in Meggs 4th ed., Fig. 1-12)”. The help in the parenthesis should be removed when you include any caption for the image. (That should be obvious if you think about that.) It is just to help you. Also any images that are not in the Meggs book (See Sec’s W, W, Y, Z, AA, BB, and CC), just do your best right now. I still need to see tried to find an image. Then **BE SURE** to go back and check they are correct before you turn in the project.*

4. Also create a Word doc of all images’ correct captions corresponding to the Fig1, Fig2 files. (Remember the more you organize now, the easier the end project will be!) Only words, as images do not need to be on this file. Save this as “YOUR LAST NAME_ImageCredits_SPG17.doc (or docx)”.

5. 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. See explanation of proper citation style after Evaluations section.

If you do not have Word on your computer at home, please speak with me about what you do have. You may also download LibreOffice for free from the web and it will save in Office file types. You may also use Google Docs.

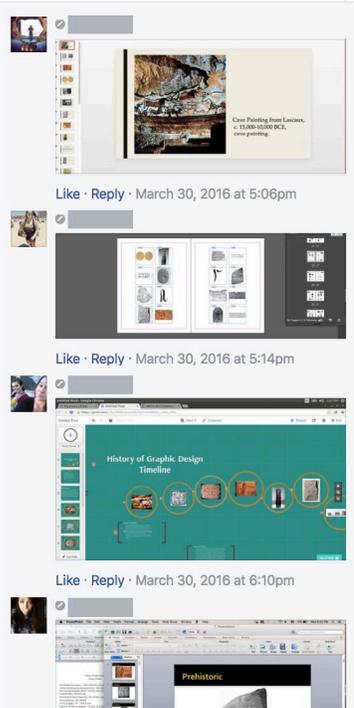
DUE Email to Prof. Arnell by **Wednesday March 15th, 10pm.**

(Please do not email me any earlier than Monday March 15th.)

Please Comment below by 10pm on Wednesday with a screen shot of your project in process.

what is due 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.



PART B: VISUAL PROOF OF PROGRESS

- 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 April 3rd. You must Comment to this Post **before Wednesday April 5th, 10pm.**

CONTINUE WORKING:

- 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 10th, Monday, April 17th, Wednesday, April 26th

FINAL PROJECT DUE

Turn in final Timeline Project, presentations TBD.

- File types accepted: PDF, PPT or PPTX, HTML and other web files in a folder, or KEY (Keynote file)
- I will collect files only in the following ways:
 - >> Dropbox link: email link to narnell@astate.edu.
Be sure the link works by testing it with a friend or family member before the due date.
 - >> Flash drive: Place in envelope with your last name written clearly on the envelope. I will return the flash drive to you on the day of your final.

DUE: All files due to me **by 3pm, Monday May 1st** (last day of class).

evaluation

You will be graded on the following:

Part A IMAGE FILES (screen shot):

- Complete - Y N
- Deadline met - Y N

Part A IMAGE CITATIONS:

- Complete - Y N
- Deadline met - Y N

Part B TIMELINE PROGRESS

- Deadline met - Y N

FINAL PROJECT EVALUATION:

- Directions were followed accurately with absolutely no errors.
- Legible flow of information.
- Timeline Text (see file) included.
- Captions clear and legible.
- Only required visuals included.
- Image resolution is high enough to be clear.
- Title page/slide included.
- Bibliography page/slide included.
- Bibliography page/slide is correct.
- File turned in correctly and 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)*