

## calendar

### *Throughout semester:*

- PDF(s) of lecture slides (no notes) for week will be posted on nikkiarnell.net (link on Slack) by the Sunday before. These are for you to use if you would like to add your own class notes to slide images.
- Quizzes will be given every Wednesday (unless otherwise noted) about the previous week's lecture and posted material.
  - The quizzes will be supplied via an email link a Google Form.
  - 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.
  - Extra credit will be available weekly, asking for a link to a meme created by student in Adobe Post or similar program.
- 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.**
- WATCH videos posted to Slack. Even if I show them in class, watch them again. 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.

### *Think of the following chapters in sections:*

1. **Part A (Chpt. 1 – 4) : covering works from c. 35,400 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.
2. **Part B (Chpt. 5 – 8) : covering works from 1270s – 1810s**  
Invention of the printing press (1450s), including its widespread and lasting effects. Also exploration into the origins of European typography and design for printing.
3. **Part C (Chpt. 9 – 12) : covering works from 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*

1. **Part D (Chpt. 13 – 17) : covering works from 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.
2. **Part E (Chpt. 18 – 20) : covering works from 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.
3. **Part F (Chpt. 21 – 22 + a lot of information not in Meggs) : covering works from 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 sweeping trends that will be forgotten?

### *----- final*

*Following is a general schedule for the course, though it may change and adapt as students develop. See calendar online under coursework at nikkiarnell.net for the most up-to-date version. Also check Slack group via notifications and/or manually on a daily basis.*

### ❖ Week of Aug 19

- Intro to ARTH-3573, Syllabus Review, Contracts collected
  - Slack, Google Drive, [www.nikkiarnell.net](http://www.nikkiarnell.net); Adobe InDesign, Adobe Spark Post
- **Read\*** Chpt. 1 “The Invention of Writing” (*skim this chapter*); Chpt. 2 “Alphabets” (*skim this chapter*); Chpt. 3 “The Asian Contribution”\*\*, Chpt. 4 “Illuminated Manuscripts”
- **Lecture:** Early Writing Systems
- **Watch** assigned videos linked on Slack
- Begin **TIMELINE PROJECT**

\* *This the most you will need to read (in one week) for the entire semester! We cover a lot in these first weeks and students must fill in information not provided in lecture.*

\*\* *Aside from this chapter and a few covering the late 20<sup>th</sup> century, this course and book follow the western lineage of graphic design. I encourage individual study in the wealth of other cultural influences!*

### ❖ Week of Aug 26

- **Quiz** over previous week’s lectures, readings, and assigned links
- **Lectures:** Asian Contribution; Illuminated Manuscripts
- **Read** Chpt. 5 “Printing Comes to Europe”; Chpt. 6 “The German Illustrated Book”; Chpt. 7 “Renaissance Graphic Design”
- **Watch** assigned videos linked on Slack
- Review **TIMELINE PROJECT: Part A.**

### ❖ Week of Sept 2

*No school Sept 2 – Labor Day holiday*

- **Quiz** over previous week’s lectures, readings, and assigned links
- **Lectures:** German Typography and the Rise of Printing, Renaissance Graphic Design
- **Watch** assigned videos linked on Slack
- **Read** Chpt. 8 “An Epoch of Typographic Genius” (*skim this chapter*); Chpt. 9 “Graphic Design and the Industrial Revolution”
- **TIMELINE PROJECT: Part B** artists assigned
- *Sept 4: Optional help day for **TIMELINE PROJECT: Part A** in Art Annex 208 after class until 5:00pm*

### ❖ Week of Sept 9

- **Quiz** over previous week’s lectures, readings, and assigned links
- **Lectures:** Typographic Explosion, Industrial Revolution
- **Watch** assigned videos linked on Slack
- **Read** Chpt. 10 “The Arts and Crafts Movement and Its Heritage”
- *Sept 11: Optional help day for **TIMELINE PROJECT: Part A** in Art Annex 208 after class until 5:00pm*

### ❖ Week of Sept 16

- **Quiz** over previous week’s lectures, readings, and assigned links
- **Lectures:** Victorian Era, Arts and Crafts Movement, William Morris
- **Watch** assigned videos linked on Slack
- **Read** Chpt. 11 “Art Nouveau”; Chpt. 12 “The Genesis of 20th Century Design”; Chpt. 13 “The Influence of Modern Art” (*skim this chapter*); Chpt. 14 “Pictorial Modernism”; Chpt. 15 “A New Language of Form”
- *Sept 25: **TIMELINE PROJECT: Part A DUE***

### ❖ Week of Sept 23

*Sept 27: BFA Review at A-State; AIGA-Memphis Student Day in Memphis*

- **Quiz** over previous week’s lectures, readings, and assigned links
- **Lectures:** Art Nouveau, Introduction to Modernism
- **Watch** assigned videos linked on Slack

### ❖ Week of Sept 30

*A-State Midterms: Oct 3-9*

- **Quiz** over previous week's lectures, readings, and assigned links
- **Lectures:** Introduction to Modernism (cont.)
- **Watch** assigned videos linked on Slack
- **MIDTERM** Guidelines provided and discussed

### ❖ Week of Oct 7

*A-State Midterms: Oct 3-9*

- **MIDTERM: Wed Oct 9** (normal class time and location)
- *After midterm:*
- **Watch** assigned videos linked on Slack
- **Read** Chpt. 16 "The Bauhaus and the New Typography" (*skim this chapter – we will thoroughly cover in lecture!*); Chpt. 17 "The Modern Movement in America"

### ❖ Week of Oct 14

- **Lectures:** Bauhaus and the New Typography, 20th Century Type
- **Watch** assigned videos linked on Slack
- **Read** Chpt. 18 "The International Typographic Style"
- *Oct 16: TIMELINE PROJECT: Part B-1 DUE*

### ❖ Week of Oct 21

- *Return midterm exams and review*
- **Quiz** over material from lectures, readings, and assigned links given from last 2 weeks
- **Lectures:** Modernism in America, International Typographic Style
- **Watch** assigned videos linked on Slack
- **Read** Chpt. 19 "The New York School"

### ❖ Week of Oct 28

- *Return midterm exams and review*
- **Quiz** over previous week's lectures, readings, and assigned links
- **Lectures:** New York School
- **Watch** *Helvetica*; assigned videos linked on Slack
- **Read** Chpt. 20 "Corporate Identity and Visual Systems"; Chpt. 21 "The Conceptual Image"
- *Oct 30: TIMELINE PROJECT: Part B-2 DUE*

### ❖ Week of Nov 4

*Daylight Savings Time begins on Sunday, Nov 3. Fall back an hour!*

- **Quiz** over previous week's lectures, readings, and assigned links
- **Lectures:** Corporate Identity and Visual Systems; Paul Rand; The Conceptual Image
- **Watch** assigned videos linked on Slack
- **Read** Chpt. 23 "Postmodern Design" (*you can skim this chapter*); links provided on Slack  
*I highly recommend you read the Poyner and (chapters of) Eskilson books. See me if you would like more information.*
- *Nov 6: TIMELINE PROJECT: Part B-3 DUE*

### ❖ Week of Nov 11

- **Quiz** over previous week's lectures, readings, and assigned links
- **Lectures:** Introduction to Postmodernism; Early Postmodernism
- **Watch** assigned videos linked on Slack
- **Read** links provided on Slack
- *Nov 13: Optional help day for TIMELINE PROJECT: Part C in Art Annex 208 after class until 5:00pm*

❖ **Week of Nov 18**

- **Quiz** over previous week's lectures, readings, and assigned links
- **Lectures:** Postmodernism: New Wave and Grunge - Deconstruction, Appropriation, Technology, Authorship
- **Watch** assigned videos linked on Slack
- **Read** links provided on Slack

❖ **Week of Nov 25**

*Fall Break Nov 25-29*

❖ **Week of Dec 2**

- Final Guidelines provided and discussed
- **Quiz** over Nov 18 week's lectures, readings, and assigned links
- **Lectures:** Postmodernism; Contemporary Design; Post-postmodernism?
- **Watch** assigned videos linked on Slack
- **Read** links provided on Slack
- *Dec 4: **TIMELINE PROJECT: Part C DUE***

❖ **Week of Dec 9**

*Last day of classes: Dec 9; no classes Dec 10; A-State Final Exams: Dec 11-17  
Commencement (to walk, diplomas not actually received yet): Sat, Dec 14*

- **Quiz** over Nov 12 week's lectures, readings, and assigned links
- **FINAL** Guidelines provided and discussed
- *No more extra credit accepted after Dec 9, 2:00pm*
- **FINAL: Fri Dec 13, 2:45-4:45pm** (normal class location)

❖ **Week of Dec 16**

*A-State Final Exams: Dec 11-17*