

# MIDTERM PRACTICE

## PART 2

### MENU

## part 2

#### 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. Don't think of this as more work. Instead, view it as a way to help make sure you've really explored all you need to about your original image! And/or you might know more about this second image, which is one more way to get more points.

#### 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 any 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.

1. Detail from the Papyrus of Hunefer, c. 1370 BCE; Papyrus

#### Any images shown on Part 2 of the midterm will be pulled from this list.

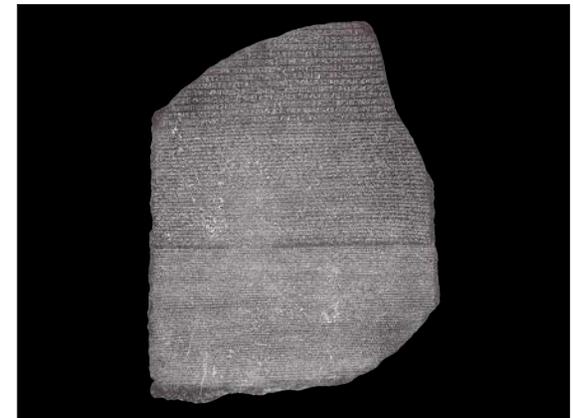
1. Detail from the Papyrus of Hunefer, c. 1370 BCE; Papyrus
2. The Rosetta Stone, c. 197-196 BCE; Granite
3. The Vatican Vergil, The Death of Laocöon, early 5th century; Parchment
4. The Book of Kells, Chi Rho Page, 794-806; Parchment
5. The Book of Kells, Symbols for Authors of the Four Gospels, c. 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, FT. Nader, 1859; Photograph

5

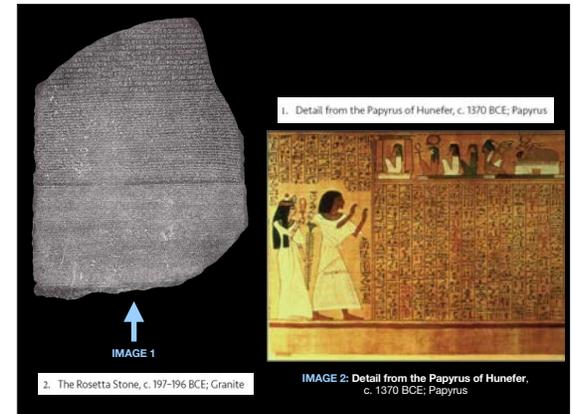
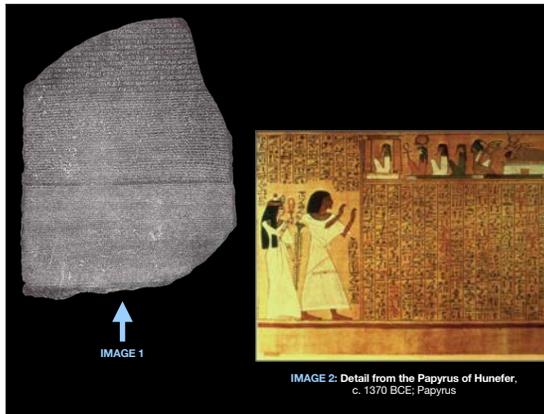
11. Trademark for the Century Guild, Arthur H. Mackmurdo, 1884; Ink on Paper
12. La Goulue au Moulin Rouge Poster, Henri de Toulouse-Lautrec, 1891; Ink on Paper
13. Kelmscott Press Trademark, William Morris, 1892; Ink on Paper
14. Sarah Bernhardt as Joan of Arc Poster, Eugene Crasset, 1894; Ink on Paper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

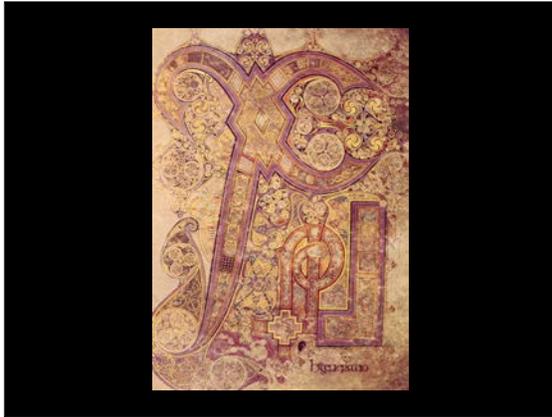
## QUESTION 4 EXAMPLES

ANY OF THE FOLLOWING PAIRS COULD BE -  
BUT ARE NOT NECESSARILY -  
GOING TO BE ON THE MIDTERM

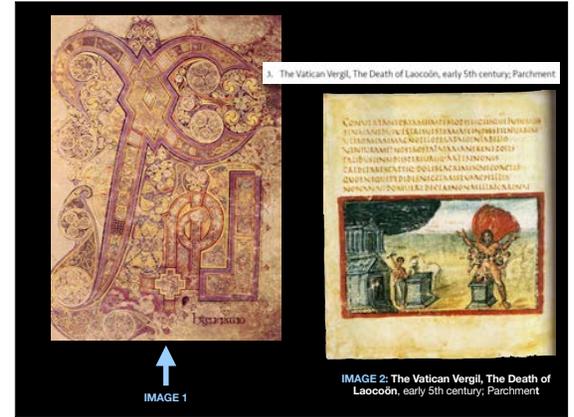
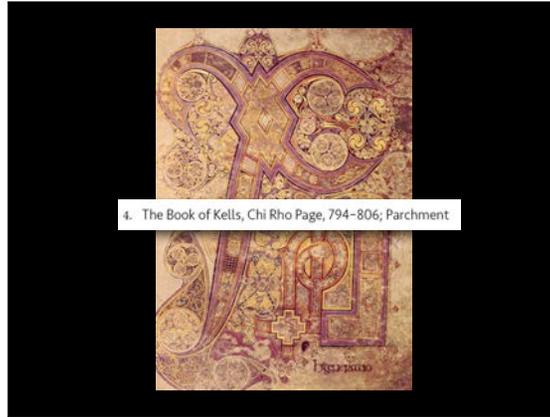


2. The Rosetta Stone, c. 197-196 BCE; Granite





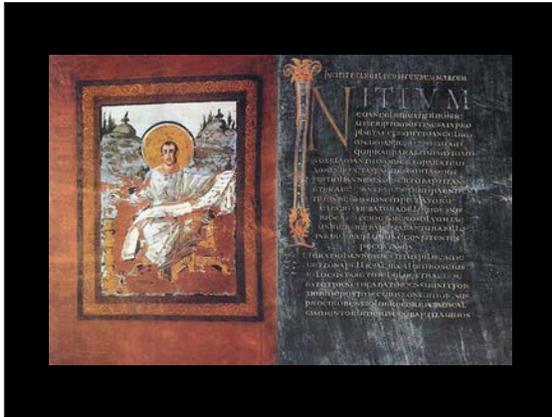
4. The Book of Kells, Chi Rho Page, 794-806; Parchment



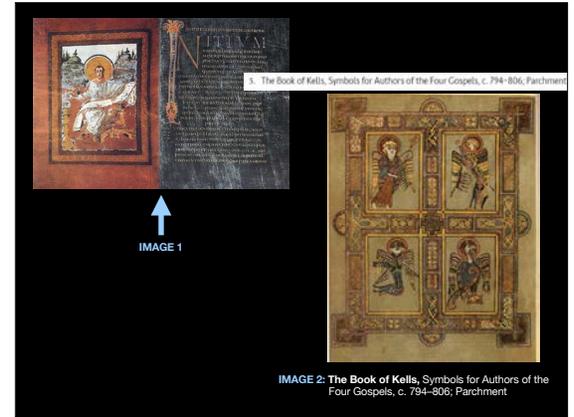
3. The Vatican Vergil, The Death of Laocöon, early 5th century; Parchment



IMAGE 2: The Vatican Vergil, The Death of Laocöon, early 5th century; Parchment



6. Coronation Gospels, Gospel of St. Mark, Opening Pages, c. 800; Parchment



5. The Book of Kells, Symbols for Authors of the Four Gospels, c. 794-806, Parchment

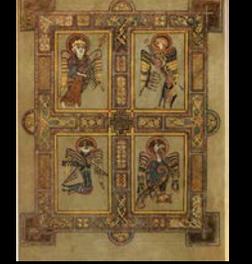
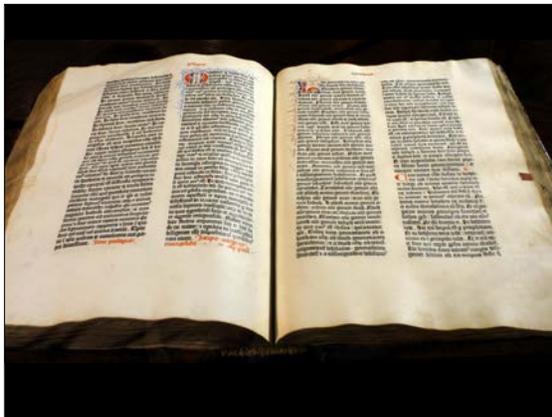


IMAGE 2: The Book of Kells, Symbols for Authors of the Four Gospels, c. 794-806, Parchment



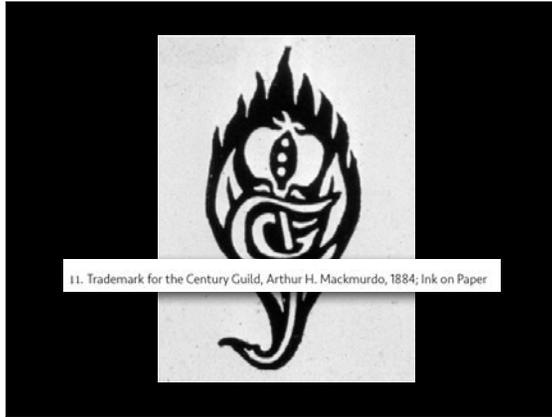
7. The Gutenberg Bible, Johann Gutenberg, 1450-55 (page spreads shown in book or lecture); Most Ink on Paper, some printed with Ink on Parchment



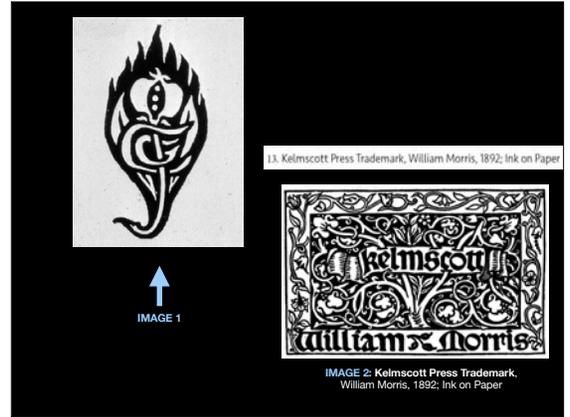
IMAGE 1



IMAGE 2: Coronation Gospels, opening spread Gospel of St. Mark, late 700s



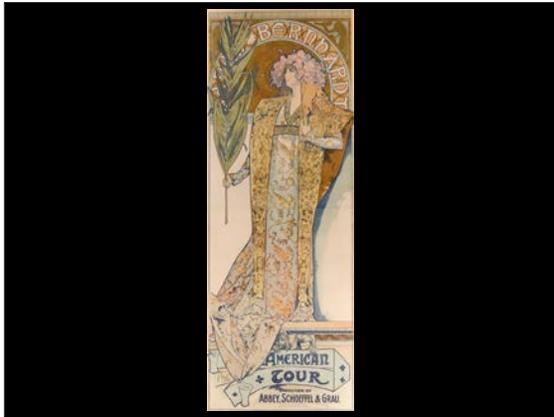
11. Trademark for the Century Guild, Arthur H. Mackmurdo, 1884; Ink on Paper



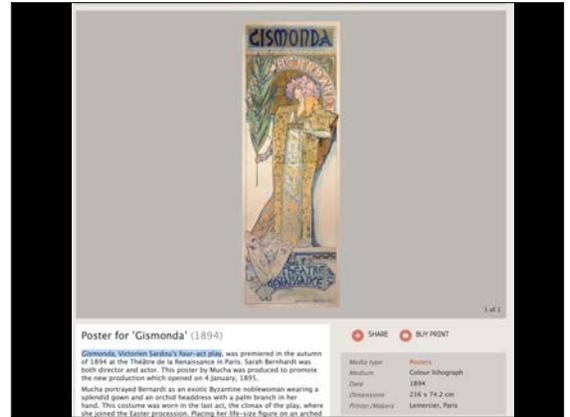
13. Kelmscott Press Trademark, William Morris, 1892; Ink on Paper



IMAGE 2: Kelmscott Press Trademark. William Morris, 1892; Ink on Paper

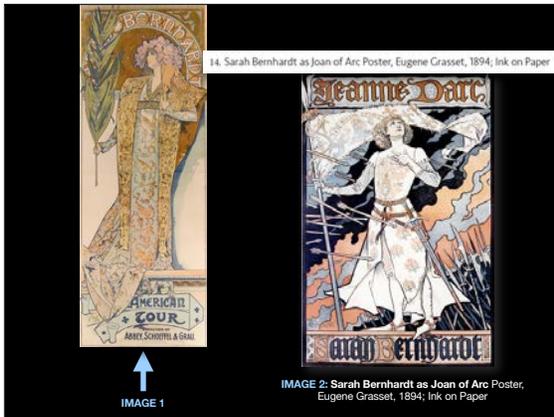


15. Gismonda poster, Alphonse Mucha, 1894; Ink on Paper



Poster for 'Gismonda' (1894)  
*Gismonda, Victoria Sardeau's* *Requiem* *1894*, was premiered in the autumn of 1894 at the Théâtre de la Renaissance in Paris. Sarah Bernhardt was both director and actor. This poster by Mucha was produced to promote the new production which opened on 4 January, 1895. Mucha portrayed Bernhardt as an exotic Byzantine noblewoman wearing a splendid gown and an ornate headdress with a palm branch in her hand. This costume was worn in the last act, the climax of the play, where she joined the Easter procession, placing her life-size figure on an archway.

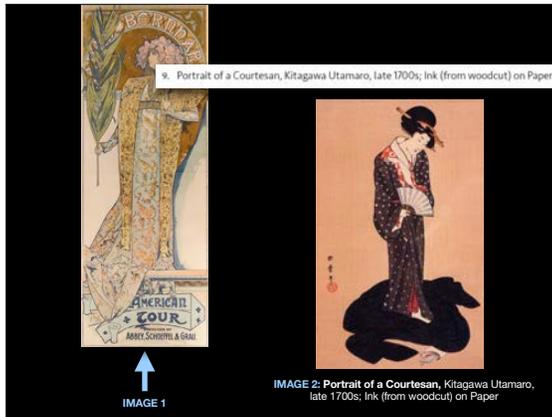
Media type	Poster
Medium	Colour lithograph
Date	1894
Dimensions	216 x 74.2 cm
Printer/Makers	Lemerrier, Paris



14. Sarah Bernhardt as Joan of Arc Poster, Eugene Grasset, 1894; Ink on Paper



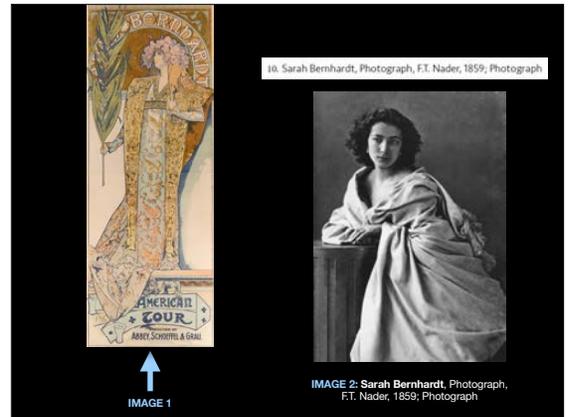
IMAGE 2: Sarah Bernhardt as Joan of Arc Poster, Eugene Grasset, 1894; Ink on Paper



9. Portrait of a Courtesan, Kitagawa Utamaro, late 1700s; Ink (from woodcut) on Paper



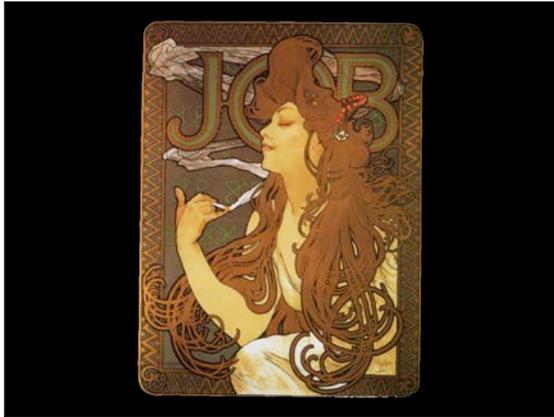
IMAGE 2: Portrait of a Courtesan, Kitagawa Utamaro, late 1700s; Ink (from woodcut) on Paper



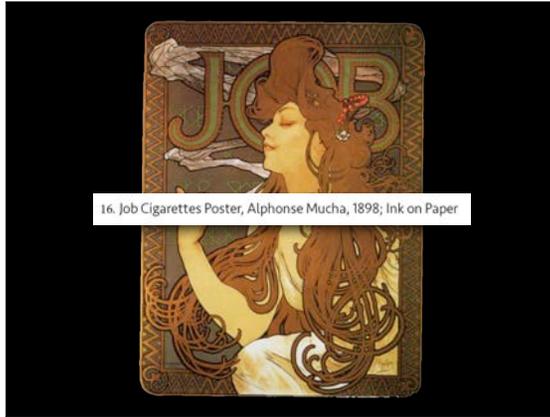
10. Sarah Bernhardt, Photograph, F.T. Nader, 1859; Photograph



IMAGE 2: Sarah Bernhardt, Photograph, F.T. Nader, 1859; Photograph



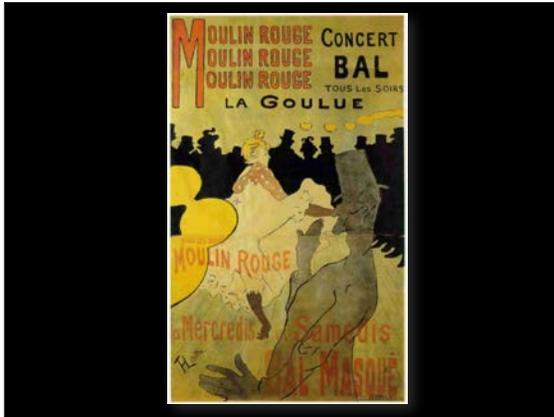
16. Job Cigarettes Poster, Alphonse Mucha, 1898; Ink on Paper



4. The Book of Kells, Chi Rho Page, 794-806; Parchment

IMAGE 1

IMAGE 2: The Book of Kells, Chi Rho Page, 794-806; Parchment



12. La Goulue au Moulin Rouge Poster, Henri de Toulouse-Lautrec, 1891; ink on Paper



IMAGE 1

IMAGE 2: Job Cigarettes Poster, Alphonse Mucha, 1898; Ink on Paper



IMAGE 1

IMAGE 2: 11. Trademark for the Century Guild, Arthur H. Mackmurdo, 1884; Ink on Paper

**PRACTICE**



# TIMELINE PROJECT

ARTH-3573 | FALL 22

## timeline project

OBJECTIVES  
RUBRIC  
SCHOLARLY SOURCES  
RESEARCH & WRITE  
GRAMMAR & SPELLING  
CITATION GUIDS  
SUPPLIED PROJECT MATERIALS

STEPS

- 1. Design work. Build timeline and export to PDF.
  - 1.1. Begin questionnaire for multiple under-represented designers.
  - 1.2. Finish questionnaire on the approved design.
  - 1.3. Complete outline and academic citations.
  - 1.4. Complete essay (500-800 words) and any additional citations.
  - 1.5. Information into iDesign template, export to PDF.
- 2. Build full PDF with all elements from classroom research.

SCHEDULE

supplied project materials

YOU ONLY WRITE HERE FOLDER is an empty folder. All final work from each section will be turned in here. TIMELINE PROJECT SUPPLIER FOLDER contains all of the following:

- A
- B + B1 + B2
- C
- D
- E

READ ME.pdf

• **Zip files are compressed files.** Once the ZIP file is compressed, it is no longer a Google Drive folder. Once the ZIP file is compressed, it will "upload" to the folder. The uploaded files are compressed files. Once the ZIP file is compressed, it will "upload" to the folder. The uploaded files are compressed files.

• **Check files** can be opened in Google if you do not have Microsoft Office.

C → C\_Outline\_F22.docx

• C\_Outline\_F22.docx: Directions and form for the essay's outline and its citations.

C → C\_Outline\_F22.docx

• C\_Outline\_F22.docx: Directions and form for the essay's outline and its citations.

SEE FILE IN CLASS

research & write

DO NOT TURN IN A BOOK REPORT.

Don't just reward what somebody else already wrote. That's plagiarism. Use higher level critical thinking skills to analyze the information and formulate your thesis statement and the evidence to back up your point.

Remember your essay is not just a biography. The 500-800 word essay paper's thesis and supporting arguments must answer: **State and explain the one most important effect your assigned under-represented artist/designer and the quality/importance of his/her/their work had or will have on the history of graphic design.** In other words, why should the work be included in the canon of graphic design history? The fact that the person is from an under-represented group cannot be the bulk of your thesis. It must be about the person's work in relation to others deemed as canon-worthy.

Below is a handy step-by-step guide to follow. Remember you can also visit the Writing Center on campus from the beginning of this process! They are there to help you!

1. Locate at least **5-10 possible sources** for your short paper. Some (not all) can include things that aren't necessarily scholarly and even just be images. Start collecting information and have fun! Always record all of your sources, even if it's not in proper "Chicago" style yet.
2. Now figure out what is scholarly and what isn't. Items that aren't scholarly need to go away or be the starting point to finding a scholarly source.
3. For everything you read and see, take copious and comprehensive notes that work for you. Read and look at many things, not just about that one artist/designer. Why are they under-represented? There are plenty of scholarly articles about that. What is the genre in which they operate? There are plenty of scholarly articles about that, too. RESEARCH! Don't start writing your essay yet.
4. Keep track of all of your sources, including what page something was on in a tangible source if you want to footnote it!
5. Now digest all of the research and figure out how that applies to your thesis statement. Really think about it and build your argument. The required outline will help you structure your points for a clear and concise essay, but don't start writing your essay yet.
6. After facing any issues pointed out by feedback from professor, then start writing.

Now would be a great time to visit the Writing Center if you haven't already. They aren't there to proofread at the end. They help you become a better writer!

7. If you have anxiety about writing, first type a rough draft where it is just free flow following your outline. Do not worry about grammar or spelling at all. Just write - and write with confidence! The points you are trying to make are in there!
8. Then take a break! Walk away from that outline or art gallery for a couple of days.

## TIPS FOR OUTLINE (& THEN ESSAY)

- What is your **THESIS** statement?
 

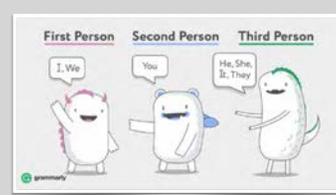
The 500-800 word essay paper's thesis and supporting arguments must answer: **State and explain the one most important effect your assigned under-represented artist/designer and the quality/importance of his/her/their work had or will have on the history of graphic design.** In other words, why should the work be included in the canon of graphic design history? The fact that the person is from an under-represented group cannot be the bulk of your thesis. It must be about the person's work in relation to others deemed as canon-worthy.
- **STRUCTURE:**
  - Introductory Paragraph
  - Supporting Paragraphs
  - Conclusion

## TIPS FOR OUTLINE (& THEN ESSAY)

- What is your **THESIS** statement?
 

The 500-800 word essay paper's thesis and supporting arguments must answer: **State and explain the one most important effect your assigned under-represented artist/designer and the quality/importance of his/her/their work had or will have on the history of graphic design.** In other words, why should the work be included in the canon of graphic design history? The fact that the person is from an under-represented group cannot be the bulk of your thesis. It must be about the person's work in relation to others deemed as canon-worthy.
- DO NOW IN CLASS.**  
Do not state, "I believe...". State it as fact.

## TIPS FOR OUTLINE (& THEN ESSAY)

- Do not write in 1st or 2nd person. **Only 3rd person.**
    - Obviously, do not state "in my opinion" or something like that.
- 

## TIPS FOR OUTLINE (& THEN ESSAY)

- Do not write in 1st or 2nd person. **Only 3rd person.**
  - *Obviously, do not state "in my opinion" or something like that.*
- **State your points as fact** that this person should be in the graphic design canon.
- **Have confidence** that your research has provided you with the knowledge to state this.
  - *Do not have the bulk of your essay be about the problems with the canon, though you may mention the issue of those who are under-represented.*

## TIPS FOR OUTLINE (& THEN ESSAY)

- **HOW?** For your outline (and then essay) >>
- **FIRST >**
  - State your opinion as fact.
  - Then cite the evidence.  
Not within what you write, but as a footnote to your writing.
- **SECOND >**
  - Refine and fill in the blanks with other evidence in a manner you are more accustomed to writing. This is going to be more like just regurgitating what somebody else said, so have this be only AFTER you do the previous step.

## TIPS FOR OUTLINE (& THEN ESSAY)

HOW

EXAMPLE 1

• ESSAY:

Though Katriana Phelps has talent in both colorful design and powerful messaging, she has not received equal opportunity. This is still a problem today in America where women still make an average 84% less than men.<sup>1</sup>

• ESSAY:

Though Katriana Phelps has talent in both colorful design and powerful messaging, she has not received equal opportunity. **This is still a problem today in America where women still make an average 84% less than men.<sup>1</sup>**



• ESSAY:

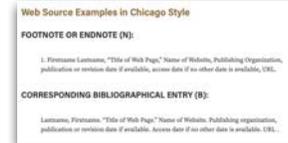
Though Katriana Phelps has talent in both colorful design and powerful messaging, she has not received equal opportunity. This is still a problem today in America where women still make an average 84% less than men.<sup>1</sup>

• FOOTNOTE (NO QUOTE NEEDED - the reader can find the source):

1. Amanda Barroso and Anna Brown, "Gender Pay Gap in U.S. Held Steady in 2020," Pew Research Center, May 25, 2021, <https://www.pewresearch.org/fact-tank/2021/05/25/gender-pay-gap-facts/>.

• BIBLIOGRAPHY:

Barroso, Amanda, and Anna Brown. "Gender Pay Gap in U.S. Held Steady in 2020." Pew Research Center, May 25, 2021. <https://www.pewresearch.org/fact-tank/2021/05/25/gender-pay-gap-facts/>.



## TIPS FOR OUTLINE (& THEN ESSAY)

HOW

EXAMPLE 2

• ESSAY:

Though Katriana Phelps has talent in both colorful design and powerful messaging, she has not received enough recognition because she is a woman in an industry that is still dominated by men in America.

• ESSAY:

Though Katriana Phelps has talent in both colorful design and powerful messaging, she has not received enough recognition because **she is a woman in an industry that is still dominated by men in America.**

✓ That is not common knowledge, nor accepted fact. Consider arguing with someone who does not believe this. **You MUST back this up with an academic source.**

✓ AIGA is a nationally recognized source in the profession of design, so I will cite an online article. However, one might find even stronger evidence in a census or other government study of hard data!

✓ Because my statement is not a direct quote (<< should be avoided or your entire essay will just be made of others' quotes) or statistics, I added the quote to the citation to further explain.



**ESSAY:**

Though Katriana Phelps has talent in both colorful design and powerful messaging, **she has not received enough recognition because she is a woman in an industry that is still dominated by men in America.**

**EVIDENCE >> QUOTE FROM THIS ACADEMIC SOURCE**

"It's no secret that no matter the industry, corporations are unfriendly to change: As of January 2018, women represented only 4.8% of CEOs on the Standard & Poor's 500. Female-only-founded startups received just 2.2% of 2017's total venture capital funding, and according to the Institute for Women's Policy Research, data from the U.S. Census Bureau shows that the gender wage gap is unlikely to close before the year 2059 if current trends continue."

**Difficult to see where women have had a seat at the table**

**It's no secret that no matter the industry, corporations are unfriendly to change: As of January 2018, women represented only 4.8% of CEOs on the Standard & Poor's 500. Female-only-founded startups received just 2.2% of 2017's total venture capital funding, and according to the Institute for Women's Policy Research, data from the U.S. Census Bureau shows that the gender wage gap is unlikely to close before the year 2059 if current trends continue.**

Low numbers are concerning enough, but the rate of stagnation is cause for real alarm. Women are a chief executive of just 22 of the 500 most profitable companies in the United States. The share of IPOs led by female CFOs in the United States has remained around

**Web Source Examples in Chicago Style**

**FOOTNOTE OR ENDNOTE (N):**

1. Firmiana Lemmons, "Title of Web Page," Name of Website, Publishing Organization, publication or revision date if available, access date if no other date is available, URL.

**CORRESPONDING BIBLIOGRAPHICAL ENTRY (B):**

Lemmons, Firmiana. "Title of Web Page." Name of Website. Publishing organization, publication or revision date if available. Access date if no other date is available. URL.

**ESSAY:**

Though Katriana Phelps has talent in both colorful design and powerful messaging, **she has not received enough recognition because she is a woman in an industry that is still dominated by men in America.**<sup>1</sup>

**FOOTNOTE:**

1. "It's no secret that no matter the industry, corporations are unfriendly to change: As of January 2018, women represented only 4.8% of CEOs on the Standard & Poor's 500. Female-only-founded startups received just 2.2% of 2017's total venture capital funding, and according to the Institute for Women's Policy Research, data from the U.S. Census Bureau shows that the gender wage gap is unlikely to close before the year 2059 if current trends continue." - Laura Bolt, "Women Make up over Half the Design Industry-so Why Are There so Few at the Top?," Eye on Design, AIGA, March 30, 2020, <https://eyeondesign.aiga.org/women-make-up-more-than-half-of-the-design-industry-but-how-do-they-get-to-the-top/>.

**BIBLIOGRAPHY:**

Bolt, Laura. "Women Make up over Half the Design Industry-so Why Are There so Few at the Top?," Eye on Design, AIGA, March 30, 2020, <https://eyeondesign.aiga.org/women-make-up-more-than-half-of-the-design-industry-but-how-do-they-get-to-the-top/>.

# FOOTNOTE VS BIBLIOGRAPHY?

ARTH-3573 | FALL 23

## timeline project

**OBJECTIVES**

**RUBRIC**

**SCHOLARLY SOURCES**

**RESEARCH & WRITE**

**GRAMMAR & SPELLING**

**CITATION GUIDES**

**SUPPLIED PROJECT MATERIALS**

**STEPS**

1. Design work > build timeline, write caption and 250-word opinion > export to PDF
  - 1.1. Begin questionnaire for multiple under-represented artists/designers
  - 1.2. Finish questionnaire on the approved artist/designer
  - 1.3. Complete outline and academic citations
  - 1.4. Complete essay (500-800 words) and any additional citations
  - 1.5. Design work > artist/designer information into template > export to PDF
2. Build full PDF with all elements from classroom research

**SCHEDULE**

**MENU**

## citation guide

**ABOUT CITATIONS**

Academic papers - even a short essay - must be cited. This helps you to avoid plagiarism, which has severe consequences. Citing work also strengthens the support of your thesis statement and overall essay because authoritative sources increase your own credibility. For the sake of this Timeline Project, it also is an easy way to show you know what scholarly sources are and how to research correctly.

**PLAGIARISM AND CONSEQUENCES**

**Plagiarism - even unintentional plagiarism - can get you thrown out of the university. It will be cause for severe consequences, the least of which will be falling all or part of the Timeline Project (70% of your course grade).**

Arkansas State University promotes academic integrity and professional ethics among all members of the ASU academic community. **Violations of this policy are considered as serious misconduct and may result in severe penalties, up to and including expulsion from Arkansas State University.** A student deemed to have engaged in academic misconduct may not avoid academic sanctions by withdrawing from a class, a program, or the University. Students that participate in the Honors College (and/or Athletics programs) are subject to dismissal from those programs in addition to the penalties set forth below. The respective programs will be notified of any offense. Colleges and Departments may add to these prohibitions and standards applicable to all students in order to enforce academic integrity and professional ethics to meet their special needs for a specific degree program.

Read more - including consequences and full procedure for implementation of each - in the [2022-23 State Student Handbook under Academic Integrity](#).

What is **unintentional plagiarism**?

Read this very short article to make sure you're not doing it.

**Still don't think you'll be caught?** There are so many ways apart for professors to check your work. It's also obvious when your writing style and vocabulary suddenly change. Even when students move words around to attempt not to plagiarize, it's obvious.

**FOOTNOTE VS. BIBLIOGRAPHY**

A footnote is used on the same page as the essay (see below). If something is directly quoted or paraphrased, add a footnote. **Every source that is in a footnote also goes into the bibliography.** (though it's formatted differently). Bibliographies also should include any and all information you studied from a scholarly source, even if not to directly use in a footnote. This is why you should all have the Mega textbook included in the bibliography, though you probably will not need a footnote from it.

**WHEN SHOULD YOU ADD A FOOTNOTE?**

To avoid plagiarism, you must give credit whenever you use:

- Another person's idea, opinion, or theory
- Any facts, statistics, graphs, drawings, or any pieces of information - that are not common knowledge
- Quotations of another person's actual spoken or written words
- Paraphrase of another person's spoken or written words

Read the rest of this article, "Footnotes, What To Do and How to Research and Avoid It."

**REQUIREMENTS FOR THIS PROJECT**

- All research must be correct and from a minimum of 3 scholarly sources. Students may list the Mega textbook in the bibliography, but this does not count toward the required number of sources.
- Create the 3 required paragraphs for Part E (Paraphrase of the artist/designer and the work.)
- All citations must be in Chicago Style and use the Notes and Bibliography system.

**Do NOT use in-text citations (Author-Date system).**

- The Notes and Bibliography system is performed by many working in the humanities-including literature, history, and the arts. In this system, sources are cited in numbered footnotes or endnotes. **Each note corresponds to a cited (hyperlinked) number in the Notes section** are **also listed in a separate bibliography.**

**FOOTNOTES:** The text within the essay would have a superscript number like the one at the end of this sentence, which would respond to the footnote at the bottom of the page.

- For footnotes, use "Shortened Notes" format.
- Don't forget to keep track of exactly **page** in the source the footnote references!
- A footnote must have the precise page (or similar) instead of just the source itself!

Example:

Shortened note:  
1. Semerák, "Tony," 179-18.  
2. King, the, and "Queen," "Responding College Access," 23.  
3. Lutzke, "Comedian," 101.

In the examples here, the numbers listed in the bibliography (below) reference the entire article. The Shortened Note page(s) (above) is exactly where the paragraph or quoted information is located within the article.

**BIBLIOGRAPHY**

Explains using the same source:

**Chicago style notes and publication order**

King, the, and "Queen," "Responding College Access to Women," 1979-2018. (Bibliography: Quality and Format) "Responsibility." "Journal of Women's Studies," 15, no. 1 (Spring 2015): 3-14. (Note: only use DOI numbers.)  
Lutzke, "Comedian." "Bibliography: Quality and Format." "Journal of Women's Studies," 15, no. 1 (Spring 2015): 3-14. (Note: only use DOI numbers.)  
Semerák, "Tony." "Bibliography: Quality and Format." "Journal of Women's Studies," 15, no. 1 (Spring 2015): 3-14. (Note: only use DOI numbers.)

- Use [bibliography](#) (or similar) for easy formatting and the citation checks.
- Tip 1 suggest you use the website if you'd like to create your bibliography listing. However, create the Shortened Notes yourself!

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**Web Source Examples in Chicago Style**

**FOOTNOTE OR ENDNOTE (N):**

1. Firmiana Lemmons, "Title of Web Page," Name of Website, Publishing Organization, publication or revision date if available, access date if no other date is available, URL.

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Lemmons, Firmiana. "Title of Web Page." Name of Website. Publishing organization, publication or revision date if available. Access date if no other date is available. URL.

**FOOTNOTE:**

1. "It's no secret that no matter the industry, corporations are unfriendly to change: As of January 2018, women represented only 4.8% of CEOs on the Standard & Poor's 500. Female-only-founded startups received just 2.2% of 2017's total venture capital funding, and according to the Institute for Women's Policy Research, data from the U.S. Census Bureau shows that the gender wage gap is unlikely to close before the year 2059 if current trends continue." - Laura Bolt, "Women Make up over Half the Design Industry-so Why Are There so Few at the Top?," Eye on Design, AIGA, March 30, 2020, <https://eyeondesign.aiga.org/women-make-up-more-than-half-of-the-design-industry-but-how-do-they-get-to-the-top/>.

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Bolt, Laura. "Women Make up over Half the Design Industry-so Why Are There so Few at the Top?," Eye on Design, AIGA, March 30, 2020, <https://eyeondesign.aiga.org/women-make-up-more-than-half-of-the-design-industry-but-how-do-they-get-to-the-top/>.

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**BIBLIOGRAPHY:**

Bolt, Laura. "Women Make up over Half the Design Industry-so Why Are There so Few at the Top?," Eye on Design, AIGA, March 30, 2020, <https://eyeondesign.aiga.org/women-make-up-more-than-half-of-the-design-industry-but-how-do-they-get-to-the-top/>.

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## TIPS FOR OUTLINE (& THEN ESSAY)

### MORE TIPS

- **Do not over-generalize. STAY PRECISE.**
- Do not use colloquial expressions. Use a thesaurus.
- Do not use contractions. Write out the words.
- Do not give personal examples.
- Do not repeat yourself, even if you use different words. Don't tell me the same thing over and over again.

WED SEPT 28:

- Review of *why and how to cite academic work while writing outline.*

—— WEEKS OF OCT 3, OCT 10, OCT 17

### WEEK OF OCT 24

TUES OCT 25:

- 11:50PM > [C DUE](#)
- Begin **D**
- Must purchase the full version of Grammarly for at least one month (or try the 7-day free trial all in the final touches of your essay!)