

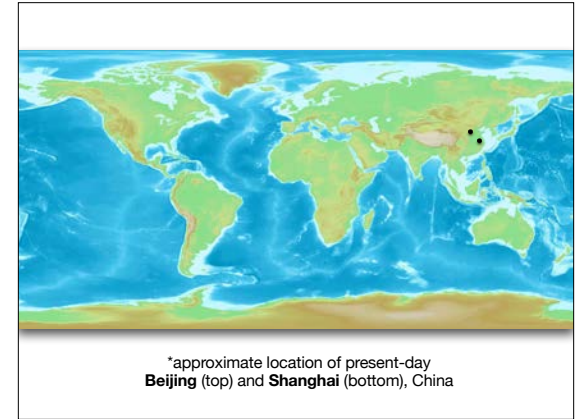
The Asian Contribution

SECTION 2A

*The Asian Contribution to Western Graphic Design history during the time period discussed.

Part A | Chpts. 1 - 4 | 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.

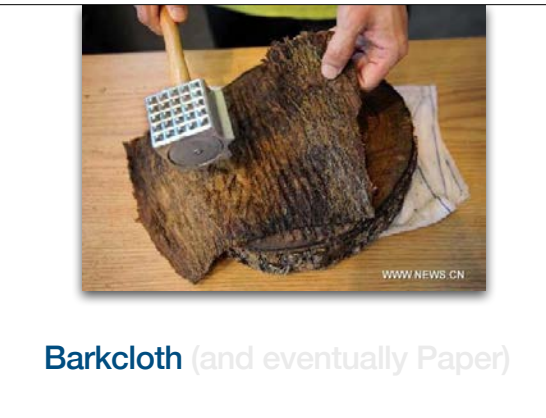


*approximate location of present-day Beijing (top) and Shanghai (bottom), China

*The Asian Contribution to Western Graphic Design history during the time period discusses.

The contributions from Asia (mainly China) that Meggs covers are in relation to two things that took the West centuries to do:

- Paper
- Woodblock Printing*





Barkcloth (and eventually Paper)




Barkcloth

Barkcloth >> Paper

vs. **Papyrus**, which only grows plentifully in certain river valleys.
vs. **Parchment**, which takes laborious preparation of the skins of MANY animals.

	Paper		Woodblock Printing.
---	-------	---	---------------------






<https://www.oxfordjournals.org/doi/10.1093/oxfordjournals.oxart.a0000001>




Woodblock Printing



European Metal Type


	Paper		Woodblock Printing.
	Gunpowder		Moveable Type Printing
	Magnetic Compass		Paper Money

<https://www.oxfordjournals.org/doi/10.1093/oxfordjournals.oxart.a0000001>



...but also...

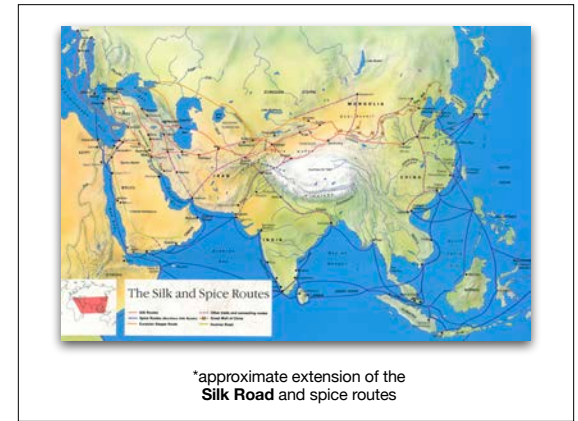
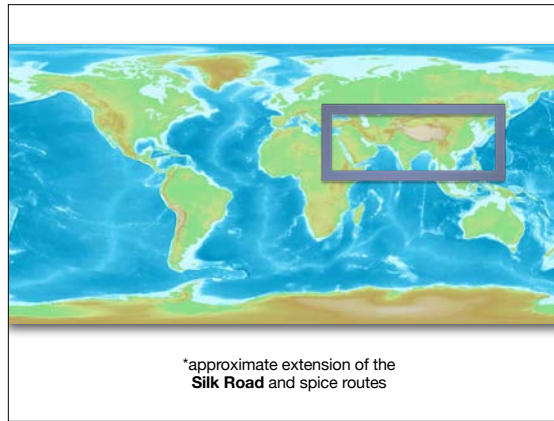


Ukiyo-e
Art movement

Major influence to European Art Nouveau (c. 1890-1910)

Ukiyo-e is a genre of Japanese art which flourished from the 17th through 19th centuries. Its artists produced woodblock prints and paintings of such subjects as female beauties; kabuki actors and sumo wrestlers; scenes from history and folk tales; travel scenes and landscapes; flora and fauna; and erotica.



ILLUMINATED MANUSCRIPTS

- Illuminated Manuscripts Overview
- The "Dark Ages"
- Illuminated Manuscript Function and Form
- Books
- Scriptorium
- Spreading the Word
- Classical Era or "Antiquity"
- Medieval Era
- Celtic Book Design
- Holy Roman Empire
- Caroline Graphic Renewal
- (present day) Spain > Moorish influence
- Romanesque and Gothic Periods
- Later Illuminated Manuscripts

THE BLACK DEATH

WEEK OF AUG 30

- **Lectures:** Early Writing Systems; Asian Contribution; Illuminated Manuscripts (Part A)
- **Quiz:** see Google Form URL in A-State email by Thurs, due by Saturday noon
- **Flipgrid Response:** see Topic URL in that week's Slack #channel by Thurs, due by Saturday noon.
- **Begin Timeline Project:**
Start on **B-1**
Start on **A** >> work on throughout semester
- **After Wednesday class, in preparation for next week:**
View Spark link on **#3573_week_2_aug30**, read Chpt. 4 "Illuminated Manuscripts"

WEEK OF AUG 30

- **Lectures:** Early Writing Systems; Asian Contribution; Illuminated Manuscripts (Part A)
- **Quiz:** see Google Form URL in A-State email by Thurs, due by Saturday noon
- **Flipgrid Response:** see Topic URL in that week's Slack #channel by Thurs, due by Saturday noon.
- **Begin Timeline Project:**
Start on **B-1**
Start on **A** >> work on throughout semester
- **After Wednesday class, in preparation for next week:**
View Spark link on **#3573_week_2_aug30**, read Chpt. 4 "Illuminated Manuscripts"

timeline project

ARTH-3573 | FALL 21

FALL | 21

ARTH-3573 History of Graphic Design

Syllabus & Calendar

Lectures

Timeline Project

OBJECTIVES

LEARNING OBJECTIVES

SCHOLARLY SOURCES

RESEARCH & WRITE

GRAMMAR & SPELLING

CITATION GUIDE

SUPPLIED PROJECT MATERIALS

STEPS

- A-1:** InDesign work > build timeline, write colophon and 250-word opinion > export to PDF
- B-1:** Begin questionnaire for multiple under-represented artists/designers
- B-2:** Finish questionnaire on the approved artist/designer
- C-1:** Complete outline and academic citations
- D-1:** Complete essay (500-800 words) and any additional citations
- E-1:** InDesign work > artist/designer information into template > export to PDF
- F-1:** Build full PDF with all elements from classmates' research

SCHEDULE

schedule

[MENU](#)

WEEK OF AUG 30

WED SEPT 1

- Introduce Timeline Project
- Begin **A** > continue to work on this throughout the semester!
- Begin **B-1**

WEEK OF SEPT 13

TUES SEPT 14

- **B-1.DUE** => artist/designer picked this week
- Begin **B-2**
- Continue working on **A!**

WEEK OF SEPT 27

TUES SEPT 28

- **B-2.DUE**
- Begin **C**
- Continue working on **A!**

WEEK OF OCT 11

Monday 10/11 week

STEPS

- **A-1:** InDesign work > build timeline, write colophon and 250-word opinion > export to PDF
- **B-1:** Begin questionnaire for multiple under-represented artists/designers
- **B-2:** Finish questionnaire on the approved artist/designer
- **C-1:** Complete outline and academic citations
- **D-1:** Complete essay (500-800 words) and any additional citations
- **E-1:** InDesign work > artist/designer information into template > export to PDF
- **F-1:** Build full PDF with all elements from classmates' research

OBJECTIVES

RUBRIC

SCHOLARLY SOURCES

RESEARCH & WRITE

GRAMMAR & SPELLING

CITATION GUIDE

SUPPLIED PROJECT MATERIALS

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 about the person's work in relation to others deemed as canon-worthy.

UNDER-REPRESENTED groups in the present design canon studied in this course often include a segment of one - or an intersection - of the following. If you would like to discuss any other group(s), please speak with professor!

- **People of color**
- **Women**
- **Transgender**
- **Queer**
- **Native Americans** or other indigenous group
- **Person living with a disability**
- **Immigrants**, for this course, only consider those to America in the past 20 years.
- **Non-Christian** in America, also in most of Europe during the time we will study after the Roman Empire (not Republic), minus areas affected by Moorish occupation.
- [See this Google Doc](#) list to get started. However these are not the only designers from which to choose!

- **A-L** Design work > build timeline, write colophon and 250-word opinion > export to PDF
 - **B-1** Begin questionnaire for multiple under-represented artists/designers
 - **B-2** Finish questionnaire on the approved artist/designer
 - **C-1** Complete outline and academic citations
 - **D-1** Complete essay (500-800 words) and any additional citations
 - **E-L** Design work > artist/designer information into template > export to PDF
- **F-L** Build full PDF with all elements from classmates' research

WEEK OF NOV 22
Fall Break

WEEK OF NOV 29
MON NOV 29:
• **A-DUE**
• **E-DUE** > File for **F** will be supplied within a week's time.

WEEK OF DEC 6
FRI DEC 10:
• **F-DUE**

WEEK OF DEC 13
Final this week