ARTH 3573-01 (62766) | HISTORY OF GRAPHIC DESIGN | FALL 19

Instructor: Professor Nikki Arnell
Office: Art Annex 211
Office Hours: Mondays and Wednesdays, 7:30-8am and 4:15-4:45pm; by appointment
Office Phone: cell preferred 303-842-3039 – call or txt; (office: 870-680-8457, leave a message)
Email: narnell@astate. edu
Online Coursework: nikkiarnell.net > coursework > **ARTH-3573 FALL19**; Google shared folder, Slack channel

COURSE DESCRIPTION

 "There is a German word, *Zeitgeist,* that does not have an English equivalent. It means spirit of the time, and refers to the cultural trends that are characteristic of a given era. The immediacy and ephemeral nature of graphic design, combined with its link with the social, political, and economic life of its culture, enable it to more closely express the Zeitgeist of an epoch than many other forms of human expression... [If] we understand the past, we will be better able to continue a culture legacy of beautiful form and effective communication. If we ignore this legacy, we run the risk of becoming buried in a mindless morass of a commercialism whose mole-like vision ignores human values and needs as it burrows forward into darkness."[1]

> **A-State 2019 Course Catalog**: A historical overview of visual communication from the origins of printing and typography, through the impact of industrial technology, to the development of modern graphic design. Prerequisites, declared Graphic Design major; a grade of C or better in ARTH 2583 and ARTH 2593; or permission of instructor. Fall.
> **Time:** 2-3:50pm MW
> **Location:** Humanities & Social Sciences Building 1034
> **Course Length:** Fall 2019 semester

TEACHING METHODS

- This course is based on group lecture and instruction plus *at least* 6 hours of individual reading and research out of class each week.
- Weekly quiz content is pulled from lecture and readings. Each is administered via Google Forms. Once graded, a PDF will be submitted to student's shared Google folder.
- Instead of Blackboard or closed Slack groups, this class will use Slack. The Slack application should be installed on a student's computer (vs. web access) for ease of use if possible. If student has a smartphone, the Slack app should be installed and notifications set. Student should set up notifications or check manually daily to not miss anything.
- All messaging about the class (other than grades or other FERPA-related information) should be done via Slack.
- Become very comfortable using Google shared folders and documents, as almost all class materials will be presented and saved in this way.
- It is *imperative* that student have command of her/his time management and communication skills. Independent study is key throughout the class. Student should enter schedule into her/his calendar at the beginning of the semester and plan time around due dates. Procrastination should not be a habit.
- If you miss a lecture or demonstration, you will be responsible for obtaining the information given and notes taken from another student. Do not count on self-explanatory lecture slides posted to be enough to understand the contents missed. Pick two classmates with whom you can communicate with directly throughout the semester; however, communication via Slack will be available to everyone.
- The Timeline Project will reinforce chronology of events and evolution of design genres. Each student will also compose a short report of an individual artist. **Warning: do not take this project for granted or put it off to the last minute.** This entire project takes the place of a large research paper. Plan your time well from the beginning of the semester.
- There will be one midterm that covers all lectures and reading material before it. There will be one final that covers all lectures and reading material after the midterm. Also on the final, there may be essay question(s) that will require knowledge of information covered before the midterm. Both the midterm and final will contain multiple-choice questions, slide identification, and essay questions. Students will receive guidelines before each.

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[1] Philip B. Meggs and Alston W. Purvis, <u>Meggs' History of Graphic Design</u>, 4th Edition (or 5th), ISBN: 0-471-69902-0

- If student does not understand something, PLEASE speak to the professor as soon as possible but AFTER one has read over all materials provided for the course. All written directions, whether that be a project sheet or syllabus, will be on nikkiarnell.net. It is possible that "assignment" directions – for example for required online samples of something – may only be contained in the Slack channel, but will still be available if one searches.

REQUIRED

Software

The Timeline Project will require InDesign. Assignments during the end of the semester may take advantage of Spark Video or Page. Plus all design students should be familiar with the Adobe Creative Suite.

- *How to access:* Most applications will be available on the computer labs in the Art Annex. However, your correct password allows you to *use* the software.
- *Password:* The Adobe Creative Suite is included with your enrollment as a student. Due to its hefty price and licensing agreements with the university, it requires a password.
  - o Whenever you first signed up to access the Creative Cloud as a student here at A-State, the password you held at the time for A-State's MyCampus was used. Then A-State continually asks for an updated password for better security; however, Adobe is separate from A-State. Therefore, the Adobe password may be from an old A-State password.
  - o If you can't sign on, put in a work order with A-State, as this is a licensing issue a professor cannot fix. Go to MyCampus and see "Adobe Creative Cloud" at the bottom of choices available. This will lead you to page about how to contact IT.

Materials

- For Timeline Project:
  Digital storage device: USB flash drive(s), external hard drive, etc. Student should save work to the cloud (Google shared folder), but backing up work to an external device should also be routine. Though it is encouraged to work with files directly on the computer desktop *while working*, DO NOT store files here where safety depends on a lab computer's hard drive.

Book

Weekly quizzes and tests will cover material in this book. You cannot pass this class without reading the textbook thoroughly.

- History of Graphic Design, **5th edition** by Philip B. Meggs and Alston W. Purvis, ISBN-10: 0470168730
  - o A-State Bookstore also offers this as an ebook. It is the same thing, but in a different format and ISBN-10: 1118292669. However you get this book, **IT MUST BE THE 5TH EDITION**. Do not get the more recent (and more expensive) 6th. It has chapters added that will not correspond to assigned readings. The information within these chapters is useful, but we do not have enough time to cover it all in the one-semester class.
    - ▪ *Why?* Meggs' book is *the* history of graphic design textbook; however, other people have taken over authorship and updating since he died in 2002. (I believe) postmodernism of 1980s and on has never been covered in these books to an acceptable level – even by Meggs. Therefore, much of postmodernism will be instructed from texts that are only recommended (see below) to keep costs manageable to students.
  - o There are many supposedly free PDFs available online of this important text. Use at your own risk.

Online

- You must join **Slack**. Workspace: **Prof. Arnell A-State Classes**. Private Slack channel: **arth-3573_main** *(see A-State email for invitation)*. Check via notifications and/or manually on a daily basis. Other private Slack channels *may* be created by professor for separate topics or projects in class.
- All projects, outside reading material, notes, and syllabus will also be posted on: **www.nikkiarnell.net**.
- Each student will create and use a **shared Google Drive folder** with Prof. Nikki to turn in projects. The link to this shared folder will be supplied to you.

RECOMMENDED

Software

It is highly recommended that you pay for the full **Grammarly.com** subscription if you need any help writing (and speaking) as a college-educated, professional adult. Yes, that sounds elitist. Do it anyway.

Social Media

- See announcements under #general on our Slack channel.
- Follow the public **A-State Department of Art + Design** Slack page and the **ASTATE ART + DESIGN** Instagram feed.

- Join the A-State Dept of Art+DESIGN GD page on Slack where information like job and internship announcement, art exhibitions, and graphic design news will be posted. It is a closed group and permissions granted to GD majors.

Books
- No More Rules: Graphic Design and Postmodernism by Rick Poyner, ISBN: 1856692299
- Graphic Design: A New History by Stephen J. Eskilson, ISBN: 0300120117
- Writing About Art: 6th Edition by Henry M. Sayre, ISBN: 9780205645787
- The History of Graphic Design Vol. 1, 1890–1959 by Jens Muller, 978-3836563079
- The History of Graphic Design Vol. 2, 1960-Today by Jens Muller, 9783836570374

Web Sites and Periodicals - *see nikkiarnell.net : links : Creative Every Day*

Student Memberships
- **AIGA** (the professional association for design) - https://www.aiga.org
  "As the profession's oldest and largest professional membership organization for design—with more than 70 chapters and more than 25,000 members—we advance design as a professional craft, strategic advantage, and vital cultural force. From content that defines the global practice to events that connect and catalyze, we work to enhance the value and deepen the impact of design across all disciplines on business, society, and our collective future."
  - o **AIGA-Memphis** is our base, though there is also a very active new chapter in northwest Arkansas. Please see here for current events! http://memphis.aiga.org/ .
  - o Professor Arnell is on the board in Memphis and serves as its Education Director. Prof. Arnell is also the faculty advisor of the A-State Student AIGA group, serving along with Prof. Parker. Please remember that being involved with this group is extraordinarily beneficial for students. The experience and its consequential line on the résumé is reason enough.
- **AAF** (American Advertising Federation) - http://www.aaf.org/ . This group is also beneficial in which to be involved. Almost all of the design professors have served as board members for the regional club (https://aafnea.org/) at some point and still in close contact with members. It is recommended that design students attend monthly Lunch & Learns in Jonesboro and enter the annual (Student) Regional Addys held in December.

P O L I C I E S
Distractions

Cell phone usage is not allowed. Calling, texting, IM'ing, checking social media sites (other than for coursework), e-mailing, etc. are prohibited during class time. If you do not follow these rules, you will be asked to leave the classroom and counted absent for the day. If you use your phone during the midterm or final, your test will be collected and you will fail it.

Attendance

Attendance is taken at the beginning of class. If you are tardy, it is your responsibility to be recorded on the roster.
- **3 tardies = 1 absence**
- Leaving early without being excused by instructor = 1 absence
- **4th unexcused absences = final letter grade reduced by 1** *(ex. if you have an A for the semester, you receive a B)*
- 5th unexcused absences = final letter grade reduced by 2 *(ex. if you have an A for the semester, you receive a C)*
- 6th unexcused absences = final letter grade reduced by 3 *(ex. even if you have an A+ for the semester, you still get a D)[2]*
- **Arkansas State University Student Handbook 2017-2018: CLASS ATTENDANCE POLICY**
  Students should attend every lecture, recitation and laboratory session of every course in which they are enrolled. Students who miss a class session should expect to make up missed work or receive a failing grade on missed work...Students who may be assigned a grade of "F" [or D] in a course because of excessive absences may withdraw from the course without penalty before the deadline for dropping an individual course...Students enrolled in upper level courses will not be assigned a grade of "F" solely for failing to attend classes. [However, a D in a class will not count toward your major in the Art + Design department. It is like failing, but without quite the same effect on GPA.] **Instructors shall set forth in their syllabi at the beginning of the semester their attendance requirements and expectations** with regard to making up work missed, class participation and other factors that may influence course grades...**Students must utilize their available absences for any cause which requires them to miss class including, but not being limited to, vacation, illness, emergency, or religious observances.** Students who are aware that they will have absences during a term should ensure that they do not exceed the absences available.

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[2] This class is required for any student acquiring a BFA in Graphic Design. You must receive at least a C for this class to count toward this degree. Earning a D or an F means you must take the class again. This class is only offered in the fall semester.

Deadlines!!!

Deadlines must be observed. If you miss deadlines in this course, you will receive a lowered grade - 1 letter grade for each day the assignment is late (unless excused). **In this ARTH class, deadlines will only apply to the Timeline Project and overall small assignments throughout the semester.** If you miss a deadline, please speak with me and complete the project, as 50% (= F) is better than 0%. Obviously, deadlines do not apply to weekly quizzes, midterm, or final. Student may not retake any quiz, midterm, or final unless excuse <u>deemed valid</u> per A-State requirements and Professor Arnell.

Building Access

The Art Annex and Fine Arts Center are unlocked: Weekdays 7am-11pm, Saturdays 8am-11pm, and Sundays noon-11pm. Students may stay in the Art Annex reliably after hours if they follow the directions of the Building Access Policy. See nikkiarnell.net : ASTATE : Helpful Links. Students' names on the course roster will be supplied to the department after the first week of classes, but each individual must still acquire an After-Hours Pass.

COURSE LEARNING OUTCOMES

Problem Solving Skills

- Projects will apply theories studied via lectures and assigned readings. Together these will acquire the skills to create and develop the following:
  - o The visual vocabulary of the development of signs and symbols
  - o Insight into the continuity of design thinking
  - o Understanding the social/political context of the practice
  - o Foundation for pursuit of research in the field of design

Technical Competence

- Student will acquire demonstrable knowledge of tools needed for presentation of research.

Communication Skills

- Proper vocabulary and methods of presentation will allow student to communicate with others in a public forum both in person and social media. In addition, these skills will further develop the ability to critically evaluate artistic output for individual improvement.

Interpretation of Historical Artistic Skills

- Essays and Projects will demand student evaluate and interpret historical graphic design output in relevance to the student's individual experience, within design subcultures, and to the world as a whole.

Organizational Skills

- Time management and research skills will be reinforced by deadline-dependent grading.

Collaboration Skills

- Continuing methods of critique will improve self-awareness, as well as art reception per audience and context.

ASSESSMENT / GRADING

- Students are continuously assessed of skills learned in lecture(s), online supplementary videos posted on Slack, and assigned reading via weekly quizzes. These weekly quizzes are completed on Google Forms.
- Assessment is completed in this way by a returned quiz grade every week. As quizzes are multiple choice, there will be a mathematical percentage. Letter grades corresponding with these numbers are:

  A+ = 100% | A = 94 – 99% | A- = 90 – 93%

  B+ = 88 – 89% | B = 84 – 87% | B- = 80 – 83%

  C+ = 78 – 79% | C = 74 – 77% | C- = 70 – 73%

  D+ = 68 – 69% | D = 64 – 67% | D- = 60 – 63%

  F = 59 and below   >>   Not turning anything in at all: 0%

- Midterm and final will provide the largest portion of course grade. Each will contain a multiple-choice section, which pulls questions from the weekly quizzes and tests student's information retention. Each will also contain multiple slide identifications and essay, which require higher critical thinking skills of student.
- Participation will also aid in assessing student in this course. **"Assignments" like required samples in Spark are part of participation.**

- The **Timeline Project** requires students put all course information into a chronological explanation via a timeline and corresponding samples of work in an interactive PDF that also has reports on iconic artists/groups. See Project Sheet for more for complete information. The project is broken into three progressive parts:
    - **A:** Timeline created using supplied InDesign template. All images and text will be supplied.
    - **B:** Each student will complete 3 questionnaires on assigned artists/movements.
    - **C:** Add interactive elements in InDesign so that each report links to when the artist is mentioned in the timeline. Also complete colophon and short essay. These will export to an interactive PDF.
    - Students will turn in parts of this large project at specific times during the semester.
- I will use letter grades A through D with + and -, and F that relate to a percentage for the final course grade. It will be based on tests [midterm and final] (75%), Timeline Project and presentation (15%), weekly quizzes and projects (5%), and class participation (5%). Overall course letter grade used will be A through F, as A-State does not allow professors to enter a + or - **Percentages are approximate.*
- If student does not understand something about how one is assessed in this course, PLEASE speak to the professor as soon as possible but AFTER one has read over all materials provided for the course.

BFA-GRAPHIC DESIGN PROGRAM LEARNING OUTCOMES

Subject Knowledge *Emphasized*
> Students will have working knowledge of aesthetic, conceptual, and technical issues in art (contemporary and historical) and conceptualize and develop professional work that answers project objectives.

Critical Thinking Skills *Emphasized*
> Students will be able to apply strong critical, analytic and communication skills required to advance in academic and professional fields.

Problem Solving Skills *Emphasized*
> Students will be able to apply problem identification, research and analysis to generate a professional portfolio and evaluate the work based on critical, historical and aesthetic issues.

Technical Competence *Emphasized*
> Students will be able to complete a body of work in a visual communication that culminates in a professional portfolio.

BFA-DIGITAL DESIGN PROGRAM LEARNING OUTCOMES

Subject Knowledge *Emphasized*
> Students will be able to apply a working knowledge of digital design principles to conceptualize, develop and complete professional work that answers project objectives and responds to audience and context.

Critical Thinking Skills *Emphasized*
> Students will be able to apply the critical, analytic and communication skills required of an academic and professional designer; and will be able to present their work in a competent and professional manner.

Problem Solving Skills *Emphasized*
> Students will be able to apply the concepts of problem identification, research, prototyping, user testing and analysis to generate multiple valid solutions to a digital design problem and evaluate their outcomes based on contemporary critical, ethical, and aesthetic issues.

Technical Competence *Emphasized*
> Students will display competency in the various skills of the contemporary digital designer culminating in a portfolio of professional quality work.

Students in all BFA programs should KEEP ALL GRADED WORK from this course for possible inclusion in his/her BFA Review/Graphic Design Review. The review (ART-3330/GRFX-3400) is a counseling/advising practice for all art students and is the admissions' screening procedure for students interested in pursuing a BFA degree in art/design. The BFA Review/Graphic Design Review should take place after the student has taken the art core and several studio or design courses equaling 30-40 hours of GRFX/ART/ARED/ARTH courses.

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F.E.R.P.A.

Under the Family Educational Rights & Privacy Act, the instructor is prohibited from posting grades in any manner that reveals the identity of the student. The instructor also cannot discuss grade information over the telephone or via email, text, or any other format in which positive identification cannot be established. *If you have questions about your grade, please make an appointment to meet with me in person.*

Safety Concerns

This course may require the use of hazardous chemicals, equipment or processes that the University Safety Committee recognizes as potentially hazardous to a student's safety and health. Every instructor is required to provide instructional information and training on safe handling and usage procedures prior to engaging students in the use of hazardous chemicals or equipment. In addition, students are advised to notify the instructor or laboratory supervisor of any medications or conditions that may impair their mental alertness and/or their ability to safely engage in the use of any hazardous chemical or equipment.

All students should use hazardous chemicals and equipment only under the direct supervision of the instructor or by approval of the instructor, using recommended methods and procedures. Failure to adhere to the outlined safety precautions could result in disciplinary action.

Inclement Weather

University closures are decided by university administration and announced to faculty, staff, and students concurrently. If weather or other unforeseen circumstances cause class to be cancelled, immediately check the class's Slack group site. If the weather is questionable, also check the class's Slack group site just in case professor cancels classes (highly unlikely). If you are a commuter student and weather is extreme, it is imperative that you contact the professor as soon as possible to open a line of communication and not fall behind in coursework.

> **2015-2016 ASU-J Undergraduate Bulletin, Page 14: INCLEMENT WEATHER POLICY**
> The university remains open for academic classes and all other services during inclement weather except in extreme circumstances determined solely by the Chancellor of the University. Regional and local news media will publicize the closing. Commuter students are encouraged to use good judgment in deciding whether to drive to campus during inclement weather. In those cases where the decision is made not to travel to campus under this policy, it is the responsibility of the student to immediately contact each of his/her professors upon return to explain the circumstances and to determine the need to complete any missed assignments. The student is responsible for all missed assignments during inclement weather within a time frame to be determined by the professor.

Disability Statement

Any student who is registered with A-State's Disability Services and who needs reasonable accommodation must notify the professor by the end of the second week of classes.

> **2015-2016 ASU-J Undergraduate Bulletin, Page 53: DISABILITY SERVICES**
> Disability Services (DS) specializes in facilitating full and equal access to ASU-Jonesboro and sister campus services, programs, and activities for students with disabilities. The philosophy of Disability Services is inclusion for students, while maintaining high standards of academic excellence and student satisfaction through the provision of accommodations that support students' personal, academic, social and career development. Students who are allowed access and accommodations are likely to achieve academically and develop their confidence to navigate college life and excel in a university setting. Disability Services offers a variety of support services, including; mentoring and transitional services, alternative testing options, advocacy, note-taking services, physical access to the classroom, buildings, and grounds; assistive technology, software training and alternative textbooks format. Students may participate in several DS programs that promote volunteerism, including; The Ghostwriter Program, Academic Success and Access Program (ASAP), Golf Cart Program, and Delta Sigma Omicron, a fraternity dedicated to promoting advocacy and inclusion of students with disabilities at Arkansas State University. For additional information, please visit our Disability Services' website at http://disability.astate.edu or call 870-972-3964

Academic Integrity Policy of the Department of Art + Design

I. *Academic Integrity*
   a. Academic integrity calls for students to do their own work and not to claim as their work anything someone else has done. Intellectual growth calls for doing one's own work; so does academic honesty.
   b. Infringements of academic integrity include offering someone else's work as your own (see Plagiarism below), buying term papers, and cheating (see Test cheating below). Specific penalties may result.

II. *Plagiarism**
   a. "Plagiarism" means giving the impression in an assigned paper or studio work that someone else's thoughts, ideas, images and/or words are your own.
   b. To avoid plagiarism give written credit and acknowledgement to the source of the thought, idea, image and/or words, whether you have used direct quotation, paraphrasing, or just a reference to a general idea.
   c. If you directly quote words written by someone else, enclose the quotation in quotation marks and provide a footnote.
   d. If you directly incorporate an image by someone else, you should give credit to that person, in the title, or following your signature, or in some other appropriate way. Example: ".. after Rembrandt."

    e.   No written paper or studio project created for credit in one class should be used for credit in another class without the knowledge and permission of all professors concerned.

    f.   The research as well as the complete written paper or studio project should be the work of the person seeking academic credit for the course.

III.   *Faculty members may respond to plagiarism in any of the following ways:*
    a.   Return the work to be redone; the grade may be reduced.
    b.   Give a failing grade on the work ("F" or zero).
    c.   Give the student a failing grade in the course.

IV.   *Test Cheating may consist of any of the following:*
    a.   Having access to exam questions beforehand.
    b.   Having access to course information during an exam period.
    c.   Observing another person's test during the exam period.

V.   *If cheating occurs during a test, a faculty member may:*
    a.   Seize the test of the offending student, or
    b.   Allow the testing to continue without interruption, informing the offending student at the end of the period about the offense.

VI.   *Faculty members may respond to cheating in any of the following ways:*
    a.   Give a failing grade on the exam ("F" or zero).
    b.   Give a failing grade in the course.
    c.   Refer the matter for disciplinary action to the Office of Student Affairs.

VII.   *Scope: These policies cover all classes in the Department of Art and Design.*

PLAGIARISM INCLUDES DOING A DIRECT COPY OF WORK CREATED BY ANOTHER DESIGNER/ARTIST.

If you are unsure of the difference between simple inspiration, intentional appropriation, and outright copying, please discuss with Prof. Arnell *before* you begin your work.