

## SYLLABUS

# history of graphic design

**ARTH-3573-001 (61952) | FALL 21**

**Instructor:** Professor Nikki Arnell

**Office:** Art Annex 211

**Office Hours:** MW 7:30-8:10am, 4:10-4:30pm; Zoom by appt.

**Office Phone:** cell preferred 303-842-3039 > call or txt

office: 870-680-8457 > leave a message

**Email:** [narnell@astate.edu](mailto:narnell@astate.edu)

**Online Coursework:** [nikkiarnell.net](http://nikkiarnell.net) | Slack | Google Drive | Flipgrid | Zoom | Blackboard

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Note: This class is required for any student acquiring a BFA in Graphic Design (with or without Digital Design emphasis). 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.

## COURSE DESCRIPTION

## TEACHING METHODS

### REQUIRED

- Book
- Materials
- Adobe Creative Cloud
- Website and Other Apps
- COVID-19 University Technology Recommendations for Students

### RECOMMENDED

- Materials
- Books
- Student Memberships

### POLICIES

- Pandemic Precautions
- Distractions
- Deadlines
- Attendance
- Art Annex Building Access

### COURSE LEARNING OUTCOMES

- Problem Solving Skills
- Technical Competence
- Communication Skill
- Interpretation of Historical Artistic Skills
- Organizational Skills
- Collaboration Skills

## ASSESSMENT + GRADING

- Course Grade
- Midterm and Final
- Weekly Quizzes
- Timeline Project
- Extra Credit
- Other Required Activities
- Participation

### BFA - GRAPHIC DESIGN PROGRAM LEARNING OUTCOMES

### BFA - DIGITAL DESIGN PROGRAM LEARNING OUTCOMES

### AND...

### UNIVERSITY AND DEPARTMENT OF ART + DESIGN POLICIES

- Notice Concerning the Possibility of Interruption of Instruction Due to Emergency
- F.E.R.P.A.
- Health and Safety Policy
- Inclement Weather
- Access and Accommodation Services
- Educational Equity Statement
- Academic Integrity Policy of the Department of Art + Design

### CALENDAR

# course description

*"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..."*

- Meggs

**Design objects don't just happen. They exemplify an idea that emerges from a social condition and is in dialogue with a culture.**<sup>1</sup> Lecture, readings, and supplementary material will aim to shed light on the complex social worlds in which ALL those who had a hand in visual communication existed. Students should be able to see the connective tissue of movements' design objects with the reality of its creators at each point in time.

**Only when designers truly understand their past as it is mediated by history can they create a progressive future.** With this knowledge, students can become more self-aware as powerful designers and humans of change in the 21st century.

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**A-State 2021 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.

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**Class Location:** Humanities & Social Sciences Bldg. 1047

**Class Time:** MW 2-3:50pm > **Plan to be present the entire class time.**

**ARTH-3573 Fall 2021 Zoom URL** (if necessary): <https://astatecall.zoom.us/j/99019025963>

# teaching methods

- This class is taught in person unless the university states otherwise during the semester. If virtual class is necessary, join the [recurring meeting Zoom URL for ARTH-3573](#) when directed to do so.
- Slack, Zoom, Google Drive, Flipgrid, and Blackboard will be used in addition to the class website on [nikkiarnell.net](#).
- This course is based on group lecture and instruction plus at least 6 hours of individual reading and research out of class each week
- It is imperative that student have command of her/his/their **time management** and **communication skills. Independent study** is key throughout the class. Student should enter schedule into her/his/their calendar at the beginning of the semester and plan time around due dates. Procrastination should not be a habit.
- **Participation is key throughout the class.** Though attending class is important, being an active contributor is also crucial.
- 3-5 minutes at the beginning of each class after attendance will use breathing and focusing exercises to encourage mental health and increase class performance.
- 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/designer. This 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.
- 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.

# required

## BOOK

- **History of Graphic Design, [5th](#) or [6th edition](#)** by Philip B. Meggs and Alston W. Purvis,
  - **DO NOT BUY ANY EARLIER EDITIONS.**
  - **Why this text?** 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 to keep costs manageable to students.**
  - *There are many supposedly free PDFs available online of this important text. Use at your own risk.*
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## MATERIALS

- **Digital storage device:** USB flash drive or external hard drive – at least 4GB.
    - > This will be used for the Timeline Project.
    - > 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.
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## ADOBE CREATIVE CLOUD



- You will specifically use the program **InDesign** for the Timeline Project.
- **You do not need to purchase this software.** InDesign and most of the rest of the Adobe Creative Cloud are available on the computer labs in the Art Annex (AA204 and 208). Your correct A-State password is what allows you to use the software.
  - **Password:** 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.**
  - 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.

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## WEBSITE AND OTHER APPS

### Website

- Instead of Blackboard, **all projects, outside reading material, notes, and syllabus** will also be posted on [www.nikkiarnell.net](http://www.nikkiarnell.net) : [ARTH3573](http://www.nikkiarnell.net).

A screenshot of the website www.nikkiarnell.net. The page has a white background with blue and black text. At the top left, it says "FALL | 21". To the right, there is a navigation menu with links: "HOME", "OTHER", "GRFX2103", "GRFX303", and "ARTH3573". A black arrow points down to the "ARTH3573" link. Below the navigation, there is a "welcome" section with a paragraph of text. Underneath, it lists the instructor as Professor Nikki Arnell and provides contact information: Office (Art Annex 211), Office Hours (Beginning Aug. 25th &gt;&gt; MW 7:30-8:10am, 4:10-4:30pm; Zoom by appt.), Office Phone (cell preferred 303-842-3039 - call or txt; office: 870-680-9457 &gt; message will be emailed to me), Email (narnell@astate.edu), and Professional Site (http://www.nikkiarnell.com/). At the bottom, there is a section for "PROF. ARNELL FALL 2021" with office hours: "MON WED - 7:30am-8:10am and 4:10pm-4:30pm - AA211; Zoom by appt." Below this is a table with columns for "MON", "TUES", "WED", "THURS", and "FRI". The "MON" and "WED" columns have "Office Hours" written in blue, and the "8am" is written in the left margin of the table.



## Web Browser

- Chrome (or Safari if on Apple) is *suggested* for best use across all platforms. Do not use Internet Explorer or Edge for anything.



## Slack

- Download the **FREE Slack app** on your phone and all other devices instead of relying on the website.



→ You must join the **Workspace: Prof. Arnell Fall 2021**. [LINK HERE](#)

- Also immediately find and join all **#3573\_arth\_** channels, including the weekly channels (**#3573\_week1\_aug23**, **#3573\_week2\_aug30**, etc.). These will contain all **required** supplementary reading and viewing material, including the Adobe Spark URL link to review and Flipgrid topics to post.
- That's a lot of channels, so ["Star" and "Un-Star" channels as you need them for a more organized workspace.](#)
- **Check on a daily basis** via notifications and/or manually.



**Flipgrid:** This free app will be used in class. Download the app and [sign into this group](#). Your **StudentID** will be whatever is before `smail.astate.edu` in your email address.



## Google Drive

- Each student will use a Google Drive folder shared with Prof. Nikki to turn in projects. The link to this shared folder will be supplied to you - [see A-State email](#).
- Because the class folder (and its sub-folders) is shared (not native to student's drive), each student should add a shortcut for easy viewing on screen. See here > <https://support.google.com/drive/answer/2375057?co=GENIE.Platform%3DDesktop&hl=en>
- Access Google Drive online quickly by bookmarking it. A free app is available for phone, tablet, and other devices if this is preferred.



## Zoom

- Download the FREE version of Zoom so it is available whenever needed.
- Office hours are available on Zoom via appointment.
- Zoom could be used in class for any conversations that cannot safely be held face-to-face, like a student who is ill who or in quarantine who must speak with professor.
- “Conversations With Designers” or other activities with guest speakers will be on Zoom. These may or may not be recorded.
- **If classes move online**, there will be still be the regularly scheduled class meeting in virtual synchronous delivery. If this were to happen the following would be true:
  - All lectures will be provided and recorded on Zoom.
  - Participants will not be allowed to record.
  - A password may be required to enter the meeting.
  - All participants will enter with audio and visual on. After greetings and any questions, all participants’ video and audio will usually be turned off so that only name avatars are present. Then the lecture will be recorded and the archived file shared on Blackboard in ARCHIVED LECTURES.
  - **If student has question** during lecture while online, Zoom Chat will be used. Chat will not be recorded with Zoom for this class..
  - Professor will use **Zoom Reports to retake attendance** after Zoom meeting.



## Blackboard

- Blackboard will only be used for file storage and any archived lectures. All grades will be supplied on Blackboard, though any questions should be provided to professor in-person or on a Zoom unrecorded face-to-face conversation so identity is clear.
- Course grade computation in Blackboard should be taken with caution, as sometimes the math is not correct per this studio class. If student is ever unsure of a grade, please contact professor in person or via an individual Zoom meeting where identity is clear.
- Blackboard is available online through A-State MyCampus. An app is also available.



**Grammarly:** It is required to use (at least) the free version of [Grammarly](#) (or similar) every time you write something to be graded. It is recommended to use the paid version.

## COVID-19 UNIVERSITY TECHNOLOGY RECOMMENDATIONS FOR STUDENTS

See [here](#) for information from the university **if** the university goes into hybrid instruction or other lockdown.

- The Timeline Project uses Adobe InDesign. All design labs (AA 204 and 208) have this program loaded. It may also be accessed via the university and installed on either Mac or PC platform if the university moves to hybrid. **Minimum system requirements for Adobe InDesign if using your own computer:** <https://helpx.adobe.com/indesign/system-requirements.html>.

# recommended

## SOFTWARE



**Grammarly:** It is required to use (at least) the free version of Grammarly (or similar) every time you write something to be graded. It is recommended to use the [paid version](#).

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## BOOKS

This book is highly recommended after the midterm, though not required.

- **No More Rules: Graphic Design and Postmodernism** by Rick Poyner, ISBN: 1856692299

The following are only suggestions. They are in no way required for this course.

- **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
  - **Thinking With Type** by Ellen Lupton; ISBN: 1-56898-448-0 > FREE PDF at [https://designopendata.files.wordpress.com/2014/05/thinkingwithtype\\_ellenlupton.pdf](https://designopendata.files.wordpress.com/2014/05/thinkingwithtype_ellenlupton.pdf)
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## STUDENT MEMBERSHIPS



**AIGA – the professional association for design**

- See information online here: <http://www.nikkiarnell.net/aiga.html>
- Join A-State AIGA! Get involved!



**AAF – America Advertising Federation (or “Ad Fed”)**

- See information online here: <http://www.nikkiarnell.net/aaf.html>
- Participate in the annual Student Addy awards and dLunch and Learns in Jonesboro.

## PANDEMIC PRECAUTIONS

See [UNIVERSITY AND DEPT OF ART + DESIGN POLICIES](#) at the end of this syllabus.

- Students must follow all mask mandates and other safety precautions of the university.
- Masks must cover both nose and mouth because that's how your respiratory system works. This must stay in place the entire time you are in the classroom, even if social distancing is available.
- If student causes any disruption over masking (or other reason), professor will ask the student to leave and student will be counted absent (see attendance policy and grade consequences).
  - Campus security will also be notified if professor feels this is necessary.
  - A permanent record of the student's disruption may also be registered if professor feels this is necessary.
- **Students should wipe down all public surfaces and/or shared equipment before and after use.** These include computer keyboards, mice, screens, and tables.
- In computer labs, students may wear disposable latex gloves and/or use their own keyboard and mouse if desired. Please see professor if these are desired.
- Avoid sharing common office supplies such as pens and notebooks.
- Students should wash hands often with soap for at least 20 seconds – use an alcohol-based hand sanitizer (at least 60% alcohol) if soap and water are not available after class.
- Avoid touching eyes, nose and mouth with unwashed hands.
- Cover cough or sneeze with a tissue, then throw the tissue in the trash.
- **Stay home if sick.**
- Avoid close contact with people who are sick.

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## **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.

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## **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 professor 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 deemed valid per A-State requirements and Professor Arnell

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## **ATTENDANCE**

Attendance and participation are essential to passing this class. However, health and safety are of paramount concern. **Do not show up to class if you feel ill or suspect any exposure to COVID-19.** Immediately contact Prof. Arnell: A-State email, Slack Direct Message, or text (303-842-3039).

*Prof. Arnell will try to record every lecture even when meeting face-to-face and make it available on Blackboard; however, this may not be possible. Slide PDFs are always available and FULL of information to complement required readings!*

**As stated by the university, all classes are expected to be attended in person this semester unless otherwise officially notified.** Therefore, the following applies.

- **For classes student is expected to attend in person:**

- 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)
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**If we return to hybrid, the following applies:**

*The following applies also for things like scheduled Conversations With Designers and any AIGA-Memphis Student Day online activities (TBD). Both would be required unless valid excuse presented to professor.*

- **For classes or other virtual activities student is expected to attend virtually at a scheduled time (synchronous delivery):**

- Same as above. Attendance and participation relate to whatever platform is in use. For example, if the class is meeting on Zoom, then student is expected to be present.
- **If connection to internet is a problem, student must contact professor at the earliest opportunity.** This is so help can be provided as soon as possible. There is a big difference between having technical issues for a class vs. plain old apathy – the latter causing student’s participation grade to be greatly reduced. **Don’t suffer consequences for something that isn’t your fault.**

- **For classes or other virtual activities student is expected to attend virtually BY a scheduled time (asynchronous delivery):**

- Same as above. Attendance and participation relate to whatever platform is in use. For example, student will be expected to view a recorded lecture and comment/participate on a Slack channel by a certain time. If this is not done on time, it will be considered an absence or a lack of credit.

## ARKANSAS STATE UNIVERSITY STUDENT HANDBOOK:

**CLASS ATTENDANCE POLICY:** "Students should attend every lecture, recitation, and laboratory session of every course in which they are enrolled. Student who miss a class session should expect to make up missed work or receive a failing grade on missed work...**Students must use their available absences for any cause which requires them to miss including, but not 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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## **ART ANNEX BUILDING ACCESS**

- The design computer labs are in **AA204** and **AA208**. You cannot use the labs when a class is in session; however, you may ask the professor of said class if you may sit quietly and use an empty computer. It's usually no problem if there is room and you are respectful.
- The Art Annex is 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. 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**.

*FYI: The 3rd floor of the library does not yet have our design computer labs set up due to COVID pushing back installation of our new area. However, that is coming!*

# 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:
  - The visual vocabulary of the development of signs and symbols
  - Insight into the continuity of design thinking
  - Understanding the social/political context of the practice
  - Foundation for pursuit of research in the field of design

## **TECHNICAL COMPETENCE**

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

## **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**

- Timeline Project and essays 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

## COURSE GRADE

- The course grade will be based on tests [midterm and final] (80%), Timeline Project (14%), weekly quizzes (3%), and class participation (3%).  
*(Percentages are approximate. See how attendance affects grade.)*
  - Be aware that the overall course grade does not use + or -; therefore, be sure something like poor attendance or participation doesn't pull your B+/A- to a B grade (for example).
  - Letter grades will be supplied on tests and Timeline Project.  
Percentages will be supplied on quizzes.
    - A+ = 100%                      A = 95%                      A- = 90%                      = *exceptional work*
    - B+ = 88%                        B = 85%                        B- = 80%                      = *average work*
    - C+ = 78%                        C = 75%                        C- = 70%                      = *studies require improvement*
    - D+ = 68%                        D = 65%                        D- = 60%                      = *may not pass class!*
    - F = 50% and below (see Deadlines)                      = *Zoom meeting with professor required*
    - Not turning anything in at all: 0%                      = *^^ + consider dropping this course*
  - Grades for tests and final Timeline Project are supplied in Blackboard.
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## MIDTERM AND FINAL

- 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.
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## WEEKLY QUIZZES

- 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.
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## TIMELINE PROJECT

- The Timeline Project requires each student create a visual chronological digital PDF timeline of the most important work studied in this course, as well as researching an under-represented designer not covered in the canon. See Project Sheet for more for complete information. *Student may choose to write a full academic report instead of creating this timeline.*
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## EXTRA CREDIT

Extra credit is available to help increase one's course grade. See the following options:

- Attend events. See more [here](#).
  - Enter juried competitions. See more [here](#).
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## OTHER REQUIRED ACTIVITIES

See calendar for required virtual attendance for [Conversations with Designers](#) and any unplanned guest speakers. Student may be excused only if discussed with professor and it is valid per the university and/or the professor's decision. Simply be prepared to discuss this professionally and provide any evidence to your inability to attend.

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## PARTICIPATION

- Participation in all assigned activities is required unless stated otherwise. This includes weekly Flipgrid responses and other possible requests through apps like Slack.
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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 be able to synthesize professional work that answers project objectives using aesthetic, conceptual, and technical skills.

## **PROBLEM SOLVING SKILLS : EMPHASIZED**

- Students will be able to solve complex problems for interconnected systems of objects, people and settings using knowledge of aesthetic and contextual issues.

## **TECHNICAL COMPETENCE : EMPHASIZED**

- Students will be able to create a portfolio that proves adaptation to technological innovation via effective designs that display a working knowledge of multiple processes and media.

Students in all BFA programs should KEEP ALL GRADED WORK from this course for possible inclusion in his/her/their **Graphic Design Review** if it has not already been completed. 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.

# 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.

## **CONCEPTUAL : EMPHASIZED**

- Students will be able to distinguish and integrate key digital design concepts, principles and theories to the design of effective and meaningful interactions between humans and digital devices.

## **PROFESSIONAL DEVELOPMENT : EMPHASIZED**

- Students will be able to demonstrate skills that reflect readiness for post-baccalaureate employment, graduate school, or professional certification.

## **TECHNICAL : EMPHASIZED**

- Students will be able to demonstrate mastery of the technical skills required to develop web and mobile applications that are secure and user friendly.

Students in all BFA programs should KEEP ALL GRADED WORK from this course for possible inclusion in his/her/their **Graphic Design Review** if it has not already been completed. 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.

I love a good story, but not when it's just a lame excuse for late work.

**I encourage defense of your design choices and professional communication**, but have no patience for lack of respect and bad manners.

So **thank you** ahead of time for being excited to be here and eager to learn!

# university and dept. of art + design policies

## **NOTICE CONCERNING THE POSSIBILITY OF INTERRUPTION OF INSTRUCTION DUE TO EMERGENCY:**

While it is the goal of Arkansas State University to offer face-to-face classes for its on-campus programs, the university recognizes that in the event of emergency it may become necessary to shift courses into hybrid or online delivery modes. The recent experience of the COVID-19 pandemic made this necessary; however, the same need to shift could be the product of other natural or civil disasters, and could be for short or extended periods of time. To prepare, this means nearly every course offered will have a component where high-speed, reliable internet access is essential to course success. Other technology such as web cameras or specific software may be required by instructors to facilitate remote instruction (please consult the A-State Internet and Technical Services website for more details). Students are strongly encouraged to secure broadband access they can use for the semester either on or off campus. In the event of the need to change the mode of instruction, A-State will endeavor to keep as many on-campus facilities and support areas open as possible dependent on the circumstances of the emergency.

Please remember, all official notifications are made through your official A-State email account, the university website, and Blackboard Learn. You are responsible for checking your university email to ensure you receive the latest updates regarding this course.

## **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 professor in a face-to-face meeting or a Zoom meeting with cameras on.

## **HEALTH AND SAFETY POLICY**

- 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 canceled, immediately check the class's Slack group. If the weather is questionable, also check the class's Slack group 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/their 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.

## **ACCESS AND ACCOMMODATION SERVICES**

- Any student who is registered with A-State's Access and Accommodation Services (formerly known as 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

## **EDUCATIONAL EQUITY STATEMENT**

A-State takes great pride to foster a diverse and inclusive environment for students, faculty, and staff. Acts of discrimination and/or harassment on the basis of color, sex, sexual orientation, gender identity, race, age, national origin, religion, marital status, veteran status, genetic information or disability in any of its practices, policies or procedures are not tolerated. This includes, but is not limited to, employment, admissions, educational services, programs or activities which it operates or financial aid. It is the responsibility of all departments and all personnel, supervisory and non-supervisory, to see that this policy is implemented throughout the university. Direct all inquiries regarding the nondiscrimination policy to the Office of Title IX and Institutional Equity, 870-680-4161 and the Administration Building, Room 104.

# ACADEMIC INTEGRITY POLICY OF THE DEPARTMENT OF ART + DESIGN

## Academic Integrity:

- 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.
- 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.

## Plagiarism\*

- "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.
- To avoid plagiarism give written credit and acknowledgment 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.
- If you directly quote words written by someone else, enclose the quotation in quotation marks and provide a footnote.
- 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."
- 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.
- 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.

## Cheating/Unapproved Collaboration

Cheating is an act of dishonesty with the intent of obtaining and/or using information in a fraudulent or unauthorized manner. Examples of cheating include, but are not limited to:

- Observing and/or copying from another student's assignment.
- Giving or receiving assistance during an examination period. This includes
- providing specific answers to subsequent examinees and/or dispensing or receiving information that would allow the student to have an unfair advantage in the examination over students who did not possess such information.
- Using class notes, outlines, and/or other unauthorized information during an examination.

- Using, buying, selling, stealing, transporting, or soliciting, in part or in whole, the contents of an assignment when such action is not authorized by the instructor of the class.
- Using for credit in a subsequent class an assignment written for credit in a previous class without the knowledge and permission of the instructor of the subsequent class. This includes when a student is repeating a course for credit.
- Impersonating or attempting to impersonate another person, or permitting or requesting another person to impersonate you for the purpose of taking an examination or completing other assignments.
- Unauthorized collaborating during an examination, lab, or any course requirement with any other person by giving or receiving information without specific permission of the instructor.
- Altering grades or official records.
- Falsifying or signing another person's name on any academically-related University form or document.
- Sabotaging or interfering with the academic progress of others.
- Submitting altered, fraudulent, or falsified data, course, degree program requirements, including but not limited to honor's thesis; doctoral dissertation; qualifying exam; dissertation defense, and University records/forms.

*Faculty members may respond to plagiarism in any of the following ways:*

- Return the work to be redone; the grade may be reduced.
- Give a failing grade on the work ("F" or zero).
- Give the student a failing grade in the course.
- See [A-State 2020-21 Student Handbook](#) in regards to Academic Misconduct.

*If cheating occurs during a test, a faculty member may:*

- Seize the test of the offending student, or
- Allow the testing to continue without interruption, informing the offending student at the end of the period about the offense.
- See [A-State 2020-21 Student Handbook](#) in regards to Academic Misconduct.

*Faculty members may respond to cheating in any of the following ways:*

- Give a failing grade on the exam ("F" or zero).
- Give a failing grade in the course.
- See [A-State 2020-21 Student Handbook](#) in regards to Academic Misconduct.

## THROUGHOUT SEMESTER:

- 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.**
- Each week, see that **#channel** on Slack (**#3573\_week1\_aug23, #3573\_week2\_aug30, etc.**). There will be a Spark post containing multiple required and optional videos and readings. 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.
- **Quizzes will be given every Thursday (unless otherwise noted) about the previous week's lecture and posted material.** The quizzes will be supplied via an email link a Google Form. They are due for submission by that Saturday at noon. 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. **If you do not complete your quizzes, you will have no study guide.**
- Easy **Flipgrid** responses will be required almost every week.
- **Timeline Project** work must be completed throughout the semester. See Project Sheet.

## THINK OF THE FOLLOWING CHAPTERS IN SECTIONS:

### **Part A | Chpts. 1 – 4 | c. 33,000 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.

## **Part B | Chpts. 5 – 8 | 1270s – 1810s**

Though woodblock printing and paper had been around in China and Korea long before this, the invention of the first printing press (1450s) occurs in Europe. This has widespread and lasting effects, as it is the beginning of mass communication. Also exploration into the origins of European typography and design for printing.

## **Part C | Chpts. 9 – 12 | 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**

## **Part D | Chpts. 13 – 17 | 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.

## **Part E | Chpts. 18 – 20 | 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.

## **Part F | Chpts. 21 – 22 + information not in Meggs | 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 just sweeping trends that will be forgotten?

### — **FINAL**

Following is a general schedule created in August 2021.

All project sheets and in-class announcements override these dates.

## WEEK OF AUG 23

Tues Aug 24: A-State classes begin.

- **Lectures:** Introduction
- Class contract (Google Form) **DUE** > [CLICK HERE](#)
- Flipgrid video - Topic: "Greetings & Salutations - 3 Things" **DUE** > [CLICK HERE](#)
- *After Wednesday class, in preparation for next week:*  
See Spark link on **#3573\_week\_1\_aug23**; skim Chpt. 1 "The Invention of Writing"; skim Chpt. 2 "Alphabets"; read Chpt. 3 "The Asian Contribution", and skim 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"

## WEEK OF SEPT 6

Mon Sept 6: Labor Day. No classes.

- **Lecture:** Illuminated Manuscripts (Part B)
- **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.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_3\_sept6**; read Chpt. 5 "Printing Comes to Europe"; read Chpt. 6 "The German Illustrated Book"; read Chpt. 7 "Renaissance Graphic Design"

## WEEK OF SEPT 13

- **Timeline Project** > **B-1 DUE** >> Artist/Designer picked this week. Begin **B-2**.
- **Lectures:** German Typography and the Rise of Printing; Renaissance Graphic Design
- **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.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_4\_sept13**; skim Chpt. 8 "An Epoch of Typographic Genius"; read Chpt. 9 "Graphic Design and the Industrial Revolution"

## WEEK OF SEPT 20

- **Lectures:** Typographic Explosion; Industrial Revolution; Victorian Era
- **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.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_5\_sept20**;  
read Chpt. 10 "The Arts and Crafts Movement and Its Heritage"
- [Conversations with Designers](#) (required) | Tues Sept 21, 6-7pm | [Zoom](#)

## WEEK OF SEPT 27

- **Timeline Project** > **B-2 DUE** >> Begin **C**.
- **Lectures:** *Victorian Era*, Arts and Crafts Movement, William Morris, Art Nouveau
- **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
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_6\_sept27**; read Chpt. 11 "Art Nouveau"; read Chpt. 12 "The Genesis of 20th Century Design"; skim Chpt. 13 "The Influence of Modern Art"

## WEEK OF OCT 4

A-State Midterms Oct 6-12

- **Lectures:** Introduction to Modernism A (*influence of Modern art*)
- Midterm Guidelines provided; Preparation for Midterm activity
- **Quiz:** *no quiz for students this week* - see provided KEY
- *No Flipgrid response this week.*
- *After Wednesday class – OR just do in the 48 hours after your Midterm is finished because this won't be on that test! – in preparation for class on October 13th:*  
View Spark link on **#3573\_week\_7\_oct4**; read Chpt. 14 “Pictorial Modernism”;  
read Chpt. 15 “A New Language of Form”

## WEEK OF OCT 11

A-State Midterms Oct 6-12

- **MIDTERM: Mon Oct 11** (in normal classroom at usual class time)
- *No quiz or Flipgrid response this week.*
- **Lectures:** Introduction to Modernism B (*Modernism in graphic design*)
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_8\_oct11**; skim Chpt. 16 “The Bauhaus and the New Typography”  
(we will thoroughly cover in lecture!); read Chpt. 17 “The Modern Movement in America”

## WEEK OF OCT 18

- **Lectures:** Bauhaus and the New Typography; 20th Century Type
- **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.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_9\_oct18**; read Chpt. 18 “The International Typographic Style”
- **FRI OCT 22 - BFA Review**

## WEEK OF OCT 25

- **Timeline Project** > **C DUE** >> Begin **D**.
- **Lectures:** Modernism in America; International Typographic Style
- **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.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_10\_oct25**; watch videos **Helvetica** documentary;  
read Chpt. 19 "The New York School"
- [Conversations with Designers](#) (required) | Tues Oct 26, 6-7pm | [Zoom](#)

## WEEK OF NOV 1

- **Lectures:** New York School; Paul Rand
- **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.
- *After Wednesday class, in preparation for next week:*  
View Spark link on **#3573\_week\_11\_nov1**; watch **Art & Copy** documentary;  
read Chpt. 20 "Corporate Identity and Visual Systems"; read Chpt. 21 "The Conceptual Image"

## WEEK OF NOV 8

Nov 7: Daylight Saving Time ends

- **Timeline Project** > **D DUE** >> Begin **E**.
- **Lectures:** Corporate Identity and Visual Systems; The Conceptual Image
- **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.
- *After Wednesday class, in preparation for next week:*

View Spark link on [#3573\\_week\\_12\\_nov8](#); skim Chpt. 18 “The International Typographic Style”

## WEEK OF NOV 15

- **Lectures:** Introduction to Postmodernism; Early Postmodernism
- **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.
- *After Wednesday class, in preparation for next week:*  
View Spark link on [#3573\\_week\\_13\\_nov15](#)

## WEEK OF NOV 22

*Fall Break*

## WEEK OF NOV 29

- **Timeline Project** > **A DUE** > **E DUE**
- **Lectures:** Postmodernism: New Wave and Grunge - Deconstruction, Appropriation, Technology, Authorship
- **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.
- *After Wednesday class, in preparation for next week:*  
View Spark link on [#3573\\_week\\_14\\_nov29](#)
- [Conversations with Designers](#) (required) | Tues Nov 30, 6-7pm | [Zoom](#)

## WEEK OF DEC 6

*Thurs Dec 9: A-State Last Day of Classes*

- **Timeline Project** > **F DUE**
- **Lectures:** Postmodernism; Contemporary Design; Post-postmodernism
- **Flipgrid Response:** see Topic URL in that week’s Slack #channel by Thurs, due by Saturday noon.
- *No quiz this week. Study guide for last section provided.*

- **Study Group Activity for Final**

## **WEEK OF DEC 13**

*A-State Finals Dec 13-17*

• 2:00 pm MWF, MW or WF 2:00 pm W 2:00 pm MTWR or MTWRF 2:30 pm MWF, MW or WF	W, Dec 15	2:45 pm – 4:45 pm
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