



*America's Career University®*

School of Technology | Computer Graphics Dept.  
**Spring**

**Course title:** Perspectives in Graphic Design

**Course number:** ITEC2051

**Credit Hours:** 4.5

**Classroom Hours:** 4 (per week)

**Instructor:** Elizabeth Marks

**Office:** Academic 209

**Office Phone:** 598-2514

**E-mail Address:** emarks@jwu.edu

**Office Hours:** (by appointment)

**Best Method For Contact:** E-mail

### *Course Description*

Students will examine graphic design practices and products throughout history in order to understand its roots and influences. Major design movements will be introduced, from the advent of the printing press to the digital age. This class will operate in three symbiotic modes: lecture, with presentation of artwork, round-table discussion of materials, and independent research/lab work.

“Perspectives in Design” is an eclectic course that will require students to utilize their design, technical, and presentation skills in the pursuit of research/design hybrid projects. All design movements will be discussed in terms of the technology that made them possible, in light of contemporary reliance on the personal computer. Final project will require use of design and written skills.

### *Course Outcomes*

Upon successful completion of this course, students should be able to:

1. Identify the designers and movements that shaped the history of graphic design.
2. Articulate current trends in design and their position regarding these trends.
3. Express awareness of the reoccurring ethical and practical concerns facing designers.
4. Refine their understanding of how technology shapes contemporary design practice.
5. Clarify the role of graphic design in the marketplace
6. Attain fluency in the aesthetic of a chosen designer including an ability to articulate this designer's perspective.

### *Required Books*

Meggs' History of Graphic Design by Philip B. Meggs (4th edition, ISBN-10: 0471699020; Wiley.)

(Check out <http://www.bestwebbuys.com/books/>)

### *Recommended Materials*

Portable USB “flash” drive

Mounting board, scissors, glue etc. depending on choice of project

### *Content Outline*

**General Format:** In general all teaching in this class will be through lecture and hands on tutorial. Some materials will be made available to students through handouts. Students should be aware that the lectures, laboratory work and discussions will not always include all of the important material in the reading, and that the reading will not always cover all of the material in the lectures, laboratory work and discussions. You are responsible for knowing both the assigned reading material and the material discussed in class. You are also responsible for any concepts and skills demonstrated and practiced in the lab.

### *Special Needs*

Any student who has a need for test-taking or note-taking accommodation should feel free to consult me, or with the Department for Student Success. Some accommodations will require proper documentation.

### *Policy on Public Folders*

Public folders will not be used in this class, in favor of the course website.

## Course Website:

[www.lizmarks.net/itec2051/](http://www.lizmarks.net/itec2051/)

Check often. The most current schedule will always be posted here on Sunday nights and updated throughout the week.

## Grading Policies

Grading will be based on a few basic requirements. One midterm project, one final project, one class day leading the discussion of reading, and your course participation. There will likely be one or two quizzes over the course of the trimester.

### Basic Grading System:

|  |             |
|--|-------------|
| Midterm Project  | 25%         |
| Final Paper/Project                                      | 35%         |
| Leading class discussion / presentation of one topic     | 15%         |
| Course Participation (Includes weekly reading responses) | 25%         |
| <b>Course grade:</b>                                     | <b>100%</b> |

### PROJECTS:

Your course grade will be primarily based on two projects: a midterm and a final. The midterm project will be assigned during Week 3, and will be due Week 5. The final will be assigned Week 5 or 6, and will be due during the class's exam period.

The midterm will involve choosing one of the movements we have managed to cover thus far, and create an art piece (format of your choice) that promotes the movement as you imagine it would have been promoted by a practitioner during that era. Imagine you are trying to educate the great unwashed masses ;)

The final requires you to pick an artist or designer, and to write a paper about him or her. (Length TBA) You will take this content that you have created and turn it into a design piece (format up to you), in the style of the artist you chose, as an homage.

### CLASS LEADER:

Every class will have a leader assigned to facilitate a discussion on the material. You may do this in pairs, or solo, but make sure any potential partner is someone you trust with 15% of your grade. You may use visual aids, the teaching station, etc. to interest your classmates. The format is entirely up to

you. Reading sections not chosen by a member of the class will be led by me.

### COURSE PARTICIPATION:

Class participation will be based on the following:

- (+/- ) Attendance- the number of classes you miss (i.e. the percentage of classes you attend) divided by the overall number of classes.
- (+/-) Replying weekly to posted reading discussion question. You will be evaluated based on how thoughtful and thorough your response is. Short, one or two line replies will be given little or no credit.
- (+/-) Participating in class round-table discussions, asking questions, and generally helping us all to stay awake and engaged. Proof of having done the reading.
- (-) Talking in class, clearly surfing the web instead of paying attention, using AOL Instant Messenger at all. If you clearly are just in the classroom surfing the web or talking to friends and not participating- i.e. if you don't even have the software open- you will be asked to leave and marked absent for the class. This is departmental policy.
- (-) Excessive ringing of cell phones. Please turn these to the "silent" or "vibrating" setting when you enter the classroom. It is not appropriate to take calls during class time (even by leaving the room) unless there is a serious emergency. If you're a volunteer fireman, let me know.

## Attendance Policy

**It is the policy of the university to drop a student from class after 2 absences. This includes both excused and unexcused absences. You are strongly advised to save these absences for illness or family emergency. Absences that are due to illness or family emergency will be included in this calculation, except in rare situations.** Thus, a student who "cuts" the class two times, and then has a documented illness, will be treated as though *all three absences* were "cuts."

- Three late arrivals to class are the equivalent of one absence.
- Do not e-mail assignments to me if you miss class on a due date. If you have a doctor's note or have made prior arrangements with me you can hand them in during the next class.

Attendance will be taken orally during the first few minutes of class. If you come in after attendance, you must make me aware at the end of class that you were here **ON THAT DAY**. Telling me you were late "yesterday" will not help.

\*If you are more than 15 minutes late for class, you will be marked absent

If you have been absent because of an illness or family emergency, you should inform me of this fact *on the day you return to class or by e-mail*. If you miss a class for any reason, you are required to get lecture and discussion notes from another student (do *not* ask me.) You are responsible for getting all handout material from the class website.

**A student who misses an examination will *not* be permitted to take a make-up exam until s/he provides the professor with a written description of the illness or family emergency, or work obligation- i.e. doctor's note, note on company stationary.** False writings will be treated as fraud, resulting in disciplinary action. You must inform me on the next day of returning to class about making up the quiz.

### *Community Service Option*

This is one of the only classes in which I do not offer a CSL option, because it doesn't fit very well into our schedule/the class mission. However, I am always willing to do a CSL option with you as an outside project

### *Academic Integrity*

In order for a student's grade in this course to have any value, it must be based on the student's own work, free of any sort of cheating. Therefore, any type of plagiarism or cheating (which includes the use of any copies of tests or assignments from previous trimesters of this course) will be grounds for instant removal from the course, resulting in a "W" on the transcript. Where appropriate, a student who cheats or helps others to cheat may be subject to other disciplinary action.

### *Schedule*

Schedules are tough because classes often move faster or slower than expected. This is an approximate schedule and it will probably be altered. Please double-check the class website to confirm the weekly schedule. You are responsible for having done all reading BY the day it is listed. These days are when we will be discussing each reading.

### **Topical Outline:**

#### **Week 1:**

Presentation of Part I- The Prologue to Graphic Design (in the textbook)

#### **Week 2:**

Monday: Printing Comes to Europe, p. 64;

Wednesday: The German Illustrated Book, p. 78;

#### **Week 3:**

Monday: Renaissance Graphic Design, p. 94;

Weds: An Epoch of Typographic Genius, p. 117;

Midterm Assigned

#### **Week 4:**

Monday: Graphic Design and the Industrial Revolution, p. 134

Wednesday, The Arts and Crafts Movement and its Heritage, p. 165

#### **Week 5:**

Monday: Art Nouveau, p. 190;

Wednesday: The Genesis of Twentieth Century Design, p. 221.

Midterm due this week or next.

#### **Week 6:**

Monday: The Influence of Modern Art, p. 248

Wednesday: Pictorial Modernism, p. 269; A New Language of Form, p. 287

Final assigned.

#### **Week 7:**

Monday: The Modern Movement in America, p. 336

Wednesday: The International Typographic Style, p. 356

#### **Week 8:**

Monday: The New York School, p. 374

Wednesday: Corporate Identity and Visual Systems, p. 399

**Week 9:**

Monday: The Conceptual Image, p. 424

Wednesday: National Visions within a Global Dialogue, p. 447

**Week 10 - 11:**

Monday: Postmodern Design, p. 466

Weds: The Digital Revolution and Beyond, p. 488