



ARTS 2313-P01 GRAPHIC DESIGN HISTORY Spring 2019

Instructor: Renée N. Smith
Section # and CRN: Section P01 CRN 27000
Office Location: Nathelyne Archie Kennedy Building, Room 207
Office Phone: 936.261.9814
Email Address: rnsmith@pvamu.edu
Office Hours: MW 8:00am – 11:00am
 TR 2:00pm – 3:30pm

*Appointments are highly suggested

Mode of Instruction: Face to Face

Course Location: Nathelyne Archie Kennedy Building, Room 227
Class Days & Times: TR 3:30 pm - 4:50 pm
Catalog Description: (3-0) 3 SCH. Survey and examination of the historical events, technological developments and fine arts movements that have influenced the current state of graphic design.

Prerequisites: N/A
Co-requisites: N/A

Required Texts: *Meggs' History of Graphic Design 5th Edition* Purvis Meggs; Publisher: Wiley. ISBN: 978-0470168738.

Recommended Texts: *Graphic Design History.* Johanna Drucker and Emily McVarish; Publisher: Pearson. ISBN: 978- 0205219469.
Looking Closer 3: Classic Writings on Graphic Design. Editors: Michael Bierut, Jessica Helfand, and Steven Heller; Publisher: Allworth Press. ISBN: 978-1581150223.
Graphic Design History. Georgette Ballance and Steven Heller; Publisher: Allworth Press. ISBN: 978-1581150940.

Student Learning Outcomes:

	Upon successful completion of this course, students will be able to:	Program Learning Outcome # Alignment	Core Curriculum Outcome Alignment
1	Understand the chronology and history of graphic design periods and styles		
2	Understand the development and need for visual communication		
3	Understand the context of graphic design schools and movements within world history		
4	Understand the effect of popular culture on graphic design trends		
5	Understand the effect of changing technologies on the field of graphic		

	design.		
6	Identify the usage of historical styles of graphic design in contemporary graphics and analyze its appropriateness		

Major Course Requirements

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

- **Exams/Written Assignments:** Designed to measure ability to critically analyze course material.
- **Class Participation:** Designed to measure the ability to verbally analyze course materials through intentional class discussions.
- **Major Projects:** Designed to foster teamwork in group assignments.
- **Attendance:** See attendance policy for complete calculations of grades.

Method of Determining Final Course Grade

Course Grade Requirement	Value	Total
1) Class Participation	30%	
2) Exams/Written Assignments	30%	
3) Major Projects/Final	30%	
4) Attendance	10%	
Total:	100%	

Grading Criteria and Conversion:

A = 90–100

B = 80–89

C = 70–79

D = 60–69

F = 0-59

Course Procedures or Additional Instructor Policies

Taskstream

Taskstream is a tool that Prairie View A&M University uses for assessment purposes. One of your assignments may be considered an "artifact," an item of coursework that serves as evidence that course objectives are met. More information will be provided during the semester, but for general information, you can visit Taskstream via the link in eCourses.

Textbooks and Supplemental Texts

It is imperative that you the student purchase your own textbooks.

Cell Phone Use

All cell phone use is strictly prohibited unless authorized by the professor. Upon the discovery of unauthorized use of the cell phone, the offending student will be asked to leave class. This includes the use of all forms of entertainment/computing devices.

Instructor's Attendance Policy

To be early is to be on time. To be on time is to be late. To be late is to be locked out. Once roll is called, general questions and/or announcements are addressed, and lecture has begun, the door to the classroom will be locked. Due to the design of the building, you are more than welcome to sit outside of the classroom and take notes. However, for safety concerns, you cannot block the doorway. All other attendance issues will follow the University guidelines.

Students who are absent for University Business must notify the professor BEFORE they leave. In addition, you must provide a copy of an official University Excuse letter. If for whatever reason, you are unable attend class, it is your responsibility to know what you have missed. Check eCourses for any assignment updates BEFORE you attend the next class period.

Submission of Assignments

All assignments will be posted on eCourses. All work is to be turned in BEFORE or on the due date during class. Be mindful of all due dates. **You will not be reminded when work is due. NO LATE WORK WILL BE ACCEPTED AND NOT GRADED. Do not beg for extra credit particularly at the end of the semester because none will be assigned.**

It is your responsibility to make sure that you can log onto eCourses. No exceptions will be made for those who do not attend to this matter. If you are having trouble with eCourses, call IT, 936-261-2525 and get it resolved quickly.

Formatting Documents

There may be times where you will need to upload files to eCourses. Microsoft Word is the standard word processing tool used at PVAMU. If you're using other word processors, be sure to use the "save as" tool and save the document in either Rich-Text or plain text format. **THE ONLY FILE FORMATS THAT WILL BE ACCEPTED ARE: Microsoft Word (.doc or .docx), Text files (.txt or .rtf), PDFs, PowerPoint (when required) and .jpg/.png files. Any file not submitted in those formats with the correct file name WILL NOT BE GRADED.**

All file names must include your last name, underscore, first initial, underscore and title of the assignment. For example, for the first assignment: Moore_T_texture.doc. **ANY FILE NOT SAVED IN THE CORRECT MANNER WILL NOT BE GRADED.**

Email correspondence

All emails directed to the professor must be from the email address provided by the university. Any correspondence from other email accounts will not be addressed. When writing an email, it is imperative that you approach it in a professional manner. All emails must properly address the professor, contain a coherent message (no texting language), contain correct grammar and sentence structure, and a proper signature.

Exam Policy

Exams should be taken as scheduled. No makeup examinations will be allowed except under documented emergencies (See Student Handbook). There is no make-up for the final.

Personal Conduct

Students and faculty are expected to conduct themselves in ways that support individual learning and the learning of others. To that end members of the classroom community will conduct themselves in a professional and ethical manner to achieve these objectives. Any conduct construed to interfere with the learning opportunities of members of the class may result in the removal of the student from the class for that day. Repeated inappropriate conduct will result in permanent removal from the class. You are expected to adhere to the following specific guidelines:

1. During regular class periods all students are expected to dress appropriately in accordance with university regulations so that no disruptions in the learning experience will occur.
2. Dress Code for Presentations: Although there is no formal dress code for the university, you must dress accordingly for all formal presentations in this class (Midterm and Final Presentations). The dress code for that day is business casual:

Men: Khaki or dark pants, neatly pressed. No cargo pants or patterned pants are allowed. Pressed long-sleeved, buttoned solid shirt. Polo style shirts, unwrinkled, are appropriate as well. Shirt must be tucked into the pants. If possible, wear leather belt and leather shoes. Athletic shoes and rubber-soled shoes are inappropriate. Hair and facial hair should be neat and presentable. You must wear dress socks!

Women: Dark skirt or pants. Khaki pants are acceptable. No cargo pants. Skirt should fall 2 inches above the knee or lower. Buttoned solid shirt. Sweaters are appropriate. Mini-skirts and cleavage are inappropriate. Shoes should be dark in color. Height of the heel should not exceed 2.5 to 3 inches. Stilettos are inappropriate. Jewelry should be minimal and not overwhelming: no large earrings, necklaces, and bracelets. Hair must be neat and presentable and make-up should not be dramatic.

3. No food or drink is allowed in the classroom at any time.
4. Cellular telephones are to be turned off or put on silent ring tone during the class period. Texting is strictly prohibited during the class period. No “ear phone” units will be allowed. If your cell phone rings during the lecture or you are texting you are subject to losing points on the next assignment that is due. Cell phone use is only permitted at the direction of the professor.
5. Laptops must emit no noise. Make sure your laptop is warmed up and your battery charged before class starts. A laptop is allowed only for taking notes or accessing relevant course material during the class. Checking email, playing a game, messaging and other non-class related activities are not allowed at any time. Any person caught using laptops for non-class related activities will be subject to losing points on the next assignment that is due.
6. Harassment of your fellow students of any kind will not be tolerated.
7. Disability services. Students with disabilities, including learning disabilities, who wish to request accommodations in class should register with the Services for Students with Disabilities (SSD) early in the semester so that appropriate arrangements may be made. In accordance with federal laws, a student requesting special accommodations must provide documentation of their disability to the SSD coordinator. Once you receive your official statement from the Office of Disabilities, then you must give a copy to the professor. The special accommodations ARE NOT RETROACTIVE. They begin when you submit your official notice to the professor.

No children, friends, family members or guests are allowed in the class without prior approval.

Conduct of Class and Care of the Facility

Please note the following rules for the conduct of the class.

1. Class will begin at the appointed time.
2. Class is dismissed when so indicated by the instructor. Students are expected to be on time and stay throughout the entire class period. Leaving the classroom before the class is dismissed without prior approval from the instructor will result in an absence for that day.
3. All class members are required to keep the classroom in a clean and orderly manner to facilitate the number of students using it each day.
4. Handouts and Courses Resources will be posted to eCourses. It is your responsibility to download and print.

16-Week Semester Calendar

This schedule is subject to change as the semester proceeds in order to cover the most important material in the time allotted. Any revisions will be duly noted and announced in class.

	Registration/Assembly Dates		Dates exam scores will be posted
	Key Dates		Holidays
	Graduation Applications		Guest lectures
	Dates for Exams		Project Team Workshop

Week One: Topic	Course Introduction; Part I The Prologue to Graphic Design		
Chapter (s):	Chapter 1-4		
Assignment (s):	See eCourses		
University Events: 	January 14-18, 2019	UNDERGRADUATE: LATE REGISTRATION/ADD COURSES/CHANGE COURSE SCHEDULE ENDS	
		GRADUATE: LATE REGISTRATION/ADD COURSES/CHANGE COURSE SCHEDULE ENDS	
Week Two: Topic	Part I The Prologue to Graphic Design		
Chapter (s):	Chapter 1-4		
Assignment (s):	See eCourses		
University Events: 	January 21, 2019	Dr. Martin Luther King Jr. Day (University Closed)	
Week Three: Topic	Part I The Prologue to Graphic Design		
Chapter (s):	Chapter 1-4		
Assignment (s):	See eCourses		
University Events:			
	January 30, 2019	CENSUS DATE (12TH CLASS DAY): COURSE RESERVATIONS CANCELLED FOR NON-PAYMENT.	
		LAST DAY TO WITHDRAW FROM COURSE WITHOUT ACADEMIC RECORD.	
		 SPRING 2019 GRADUATION LATE APPLICATION DEADLINE. There will be NO exceptions to this deadline.	
	January 31, 2019	NOTE! WITHDRAWAL FROM COURSES "WITH ACADEMIC RECORD" (W) BEGINS	
Week Four: Topic	Part II A Graphic Renaissance		
Chapter (s):	Chapters 5-8		

Assignment (s):	See eCourses	
University Events: 		
Week Five: Topic	Part II A Graphic Renaissance	
Chapter (s):	Chapters 5-8	
Assignment (s):	See eCourses	
University Events: 	February 11, 2019	NOTE! 20 TH CLASS DAY
Week Six: Topic	Part II A Graphic Renaissance	
Chapter (s):	Chapters 5-8	
Assignment (s):	See eCourses	
University Events: 		
Week Seven: Topic	Part III The Bridge to the Twentieth Century	
Chapter (s):	Chapters 9-12	
Assignment (s):	See eCourses	
University Events: 		
Week Eight: Topic	Part III The Bridge to the Twentieth Century	
Chapter (s):	Chapters 9-12	
Assignment (s):	See eCourses; Mid-term paper and presentation due	
University Events: 		
Mid-Term Exam 	March 7-9, 2019	
Week Nine: Topic	Spring Break	
Chapter (s):		
Assignment (s):		
University Events: 	Spring Break Mar 11-16, 2019	
Week Ten: Topic	Part III The Bridge to the Twentieth Century	
Chapter (s):	Chapters 9-12	
Assignment (s):	See eCourses	
University Events: 	March 19, 2019	 MID-TERM EXAM GRADES DUE
Week Eleven: Topic	Part IV The Modernist Era	
Chapter (s):	Chapters 13-17	
Assignment (s):	See eCourses	
University Events: 	March 27, 2019	Founders Day/Honors Convocation
Week Twelve: Topic	Part IV The Modernist Era	
Chapter (s):	Chapters 13-17	
Assignment (s):	See eCourses	

University Events: 	April 29, 2019	NOTE! WITHDRAWAL FROM COURSE(S) WITH ACADEMIC RECORD (“W”) ENDS
Week Thirteen: Topic	Part IV The Age of Information	
Chapter (s):	Chapters 18-24	
Assignment (s):	See eCourses	
University Events: 	April 8, 2019 April 19, 2019	NOTE! PRIORITY REGISTRATION BEGINS FOR SUMMER/FALL 2019 SEMESTER. Good Friday (Student Holiday)
	April 30, 2019	NOTE! SUMMER/FALL 2019 GRADUATION APPLICATION DEADLINE. There will be NO exceptions to this deadline.
Week Fourteen: Topic	Part IV The Age of Information	
Chapter (s):	Chapters 18-24	
Assignment (s):	See eCourses	
University Events: 		
Week Fifteen Topic	See eCourses	
Chapter (s):		
Assignment (s):		
University Events: 		
Week Sixteen	Course Review Day: April 29-30, 2019; Last day to withdraw: April 30, 2019	
	May 1-7, 2019	FINAL EXAMINATION PERIOD
	May 9, 2019	FINAL GRADES DUE FOR GRADUATING CANDIDATES
	May 11, 2019 [Saturday]	COMMENCEMENT
	May 14, 2019 [Tuesday]	FINAL GRADES DUE FOR ALL STUDENTS

Student Support and Success

John B. Coleman Library

The library and its partners have as their mission "to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service" and to support the University's core values of "access and quality, diversity, leadership, relevance, and social responsibility" through emphasis on ten key areas of service. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty.

Center for Academic Support

The Center for Academic Support (CAS) offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Tutoring Center is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library

COMPASS

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library

Writing Center

The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting, brainstorming, audience awareness, organization, research, and citation. Location: Hilliard Hall 121

University Rules and Procedures

Disability statement (See Student Handbook):

Students with disabilities, including learning disabilities, who wish to request accommodations in class should register with the Services for Students with Disabilities (SSD) early in the semester so that appropriate arrangements may be made. In accordance with federal laws, a student requesting special accommodations must provide documentation of their disability to the SSD coordinator.

Academic misconduct (See Student Handbook):

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

Forms of academic dishonesty:

1. Cheating: deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else's words, ideas, or data as one's own in work submitted for credit. Failure to identify information or essays from the Internet and

submitting them as one's own work also constitutes plagiarism.

Nonacademic misconduct (See Student Handbook)

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

Sexual misconduct (See Student Handbook):

Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

Attendance Policy

Prairie View A&M University requires regular class attendance. Excessive absences will result in lowered grades. Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the first day of class.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Undergraduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

Disability statement (See Student Handbook):

Students with disabilities, including learning disabilities, who wish to request accommodations in class should register with the Services for Students with Disabilities (SSD) early in the semester so that appropriate arrangements may be made. In accordance with federal laws, a student requesting special accommodations must provide documentation of their disability to the SSD coordinator.

TECHNICAL CONSIDERATIONS

Minimum Recommended Hardware and Software:

- Intel PC or Laptop with Windows 7; Mac with OS X; Smartphone or iPad/Tablet with Wi-Fi
- High speed Internet access
- 8 GB Memory
- Hard drive with 320 GB storage space
- 15" monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, Internet Explorer or Firefox

Note: Be sure to enable Java & pop-ups

Participants should have a basic proficiency of the following computer skills:

- Sending and receiving email
- A working knowledge of the Internet
- Proficiency in Microsoft Word (or a program convertible to Word)
- Proficiency in the Acrobat PDF Reader
- Basic knowledge of Windows or Mac O.S.

Netiquette (online etiquette):

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to

be respectful and courteous to others on discussions boards. Foul or abusive language will not be tolerated.

Technical Support:

Students should go to <https://mypassword.pvamu.edu/> if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Office of Distance Learning at 936-261-3283

Communication Expectations and Standards:

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.

Discussion Requirement:

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can take place in a seminar fashion. This will be accomplished by the use of the discussion board. The exact use of discussion will be determined by the instructor.

It is strongly suggested that students type their discussion postings in a word processing application and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, it should be copied and pasted to the discussion board.

STATEMENT OF AGREEMENT

I have read the Course Syllabus for **ARTS 2313-P01 Graphic Design History** for the Spring Semester 2019, including the Class Lecture and Event Schedule, and agree to abide by the conditions for the class as spelled out in this document. My signature indicates my personal commitment to meeting the course objectives and succeeding in this educational endeavor.

Signature-Student

Student name (Please print neatly)

Student ID #

Date

Signature-Instructor

Instructors name

Date

RETURN THIS PAGE FROM THE SYLLABUS TO THE INSTRUCTOR TO COMPLETE YOUR ENROLLMENT IN THIS COURSE.

RECEIVED WITH STUDENT'S SIGNATURE: _____

ENTERED INTO GRADE BOOK: _____
