

www.gd220spring.wordpress.com

History of Graphic Design

The history of graphic design is an evolution in aesthetics, technology, style and visual communication. The class will encompass a survey of the major movements in the field of print design, notable designers and design materials. The nature of changing methods, materials, technologies and values are examined in the context of the social and political realities that shape communication.

In the context of this class, design is about communicating to diverse and specific audiences.

Design utilizes different rhetorical strategies and the study of such strategies constitutes a major focus of the class.

*The goals of design are to **inform** (e.g., directions to the airport), **educate** (e.g., learning how to read), **persuade** (e.g., support a specific candidate or belief system), or **take action** (the act of voting or buying a product).*

This course will deliver a design history experience through readings, discussion, lectures, activities, and creative projects.

There will be frequent and intermediate critiques and feedback on your projects.

course policies and expectations

Attendance is mandatory, I take note of who is present each session.
You are required to be on time and in class for the entire session.
You are expected to act in a professional manner, free of distractions during class.

assignments

Students cannot email me written assignments for comment or feedback or for your final product. You must print written papers and hand them to me or leave in my mailbox (you should email me to let me know if have done this).

grading

Specific criteria for grading will be listed on each assignment sheet but will broadly cover the areas of: **research and conceptual development, formal resolution, and technical craft in presentation.**

plagiarism

Plagiarism on assignments or cheating on tests are serious offenses and result in failure of the course. There are no exceptions to this rule. If you are in doubt about the definitions of plagiarism and cheating, consult the DePaul Student Handbook.

harassment

The policy as specified in the DePaul Student Handbook will be strictly adhered to in this class.

syllabus changes

This course is built around your work and developing specific skills, the course schedule is likely to change based on each individual student's work.

attendance policy

Overall good attendance and participation is assumed necessary for the successful completion of the course. Excused absences follow university guidelines and may include illness, serious family emergencies, special curricular requirements, military obligation, severe weather conditions, religious holidays and participation in official university activities or court-imposed legal obligations. Arriving more than 15 minutes late to class is considered tardy and every three tardy arrivals will be considered one absence. Active engagement in the small group feedback sessions is also expected. This means listening to the suggestions of other students and offering constructive comments of your own. *Three unexcused absences will result in your final grade being dropped by 1 letter*
Six unexcused absences will result in you receiving an automatic F. An absence is defined as not showing up, arriving late, or leaving class early.

other strategies for success

Often informal performance will influence your project grades.
Timeliness: Meet all final and intermediate deadlines. Arrive Early.
Quantity/Quality: Exceed the Minimum, Seek Critique.
Innovation: Seek Difference not Similarity.
Community: Collaborate, Listen and Share.

the class website is located at www.gd22ospring.wordpress.com

required text:

Graphic Design: A Concise History, Second Edition (World of Art), by Richard Hollis,
Thames & Hudson, 2002 ISBN: 0500203474

recommended text:

Meggs' History of Graphic Design, 5th Edition. Wiley, John and Sons. 2011. (available as Kindle)

Graphic Style: From Victorian to New Century, by Steven Heller, Seymour Chwast, Publisher:
Abrams, Harry. Third Edition.

Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History.
Armin Vit, Bryony Gomez Palacio. Rockport Publishers. 2011. (available as Kindle)

Graphic Design, A New History. Steven J. Eskilson. Yale University Press. 2007.

*additional articles and reading assignments will be announced during that week
and available to read on d2L or the class blog.*

Assignments:

Blog Post / Reading Reflection / Discussion

For each reading assignment you are required to write a response on the class blog. These posts must be at least 100 words, that is either a reflection on the text or answers specific questions posed that week in the lectures. Blog posts are always due at 4:20pm, late posts will be marked down 15%.

Historical Essay and Presentation:

800 words
1st draft due week 8
final due week 11

A graphic design timeline will be provided. You are to select one of the timeline slots and research two images (graphics or graphic designs) associated with the your selection. Students will provide a "Visual Analysis" which is described on a separate assignment sheet.

Mid Term Exam and Final Exam:

Images / Reading Comprehension

Will consist of identification of images that have been shown in class and quotations from assigned readings requiring written reflection. Any image that appears on an exam will have been shown in class and is reproduced in one of the readings.

Historical Timeline Exhibition Design

You will select a topic from a provided list of historically significant achievements in graphic design. Through your own extensive research and image gathering you will design a short visual and oral presentation.

syllabus/ d2L / class blog will be updated bi-weekly with project explanations, additional readings, and assignments.

week 1	<u>tuesday april 2 / thursday april 4</u> Instructor Introduction Course Overview From Graphic Art to Design Origins of Typography and Design <i>Reading: Hollis 7 - 32</i> <i>Reading: Ekilson 14 - 29 (PDF)</i>	week 10	<u>tuesday june 4 & thursday june 6</u> PRESENTATIONS (schedule will be provided)
week 2	<u>tuesday april 9 / thursday april 11</u> Art Nouveau: a new Style for a new Culture Sachplakat, WWI, Dada Modern Art and Modern Graphic Design <i>Reading: Ekilson 30 - 77 (PDF)</i>	week 11	Date TBA FINAL EXAM / FINAL PAPER DUE
week 3	<u>tuesday april 16 / thursday april 18</u> Revolutions in Design The Grid: Transcendental de Stijl Avant Garde and Origins of Modernism <i>Reading: Hollis 34- 75</i>		
week 4	<u>tuesday april 23 / thursday april 25</u> The Modernist Era War and Propaganda 1920 - 1945 Bauhaus, New Typography <i>Reading: Hollis (pp.76-112)</i>		
week 5	<u>tuesday april 30 / thursday may 2</u> American Art Deco and WWII International Typographic Style <i>Reading: Ekilson (pp.252 - 330) (PDF)</i>		
week 6	<u>tuesday may 7 / thursday may 9</u> The Designer as Art Director Conceptual Image Deconstruction: Structure of Style <i>Reading: Hollis (pp.96 -129)</i> MIDTERM EXAM		
week 7	<u>tuesday may 14 & thursday may 16</u> Postmodernism the Return of Expression <i>Reading: Hollis (pp.130-155)</i> <i>Reading: Ekilson (pp.334 - 369) (PDF)</i>		
week 8	<u>tuesday may 21 & thursday may 23</u> Contemporary Graphic Design <i>Reading: Ekilson (pp.373 - 420) (PDF)</i>		
week 9	<u>tuesday may 28 & thursday may 30</u> The Digital Revolution PRESENTATIONS (schedule will be provided)		