

AD 20101-01 CRN 12335
History of Graphic Design I

Department of Art and Design

Course Information

Fall 2022

Course Credit Hours: 3

Instructor

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She/Her

Room VA 110

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Office Hours: 11:45pm–12:00pm T/H and by appointment either in-person or virtually, room VA 223

thelabdesignstudio.com

Course Description

This course will survey graphic design from prehistory through the Industrial Revolution. It will locate graphic design within the history of art and examine connections between social phenomena and development of visual communication. Major styles will be analyzed and compared, and influences identified.

Course Access

www.thelabdesignstudio.com/students.php is where you can access the course material and syllabus. You can also access the syllabus at <https://purdue.brightspace.com/>. The suggested browsers are Chrome and Firefox. It is strongly suggested that you explore and become familiar with content and resources available for this course.

Course Goals

Students will learn about current designers and the history of the design field. They will develop research and communication skills.

Learning Resources & Texts

Graphic Design History: A Critical Guide, 2nd Edition. Johanna Drucker and Emily McVarish

Course Logistics

- When assignments are due, they are due by the start of class. Attendance for assignment critique is mandatory. Students arriving to the final presentation late, without receiving authorization from the instructor prior to the class period, ten (10) points will be taken from their project grade.
- Deadlines are an unavoidable part of being a professional and this course is no exception. Students are expected to complete all projects within the given time frame. Projects are due at the time outlined in the assignment sheet and may not be submitted after the due date. Projects will be evaluated as presented on the due date. The instructor reserves the right to change any and all due dates with prior notice to the students.
- College-level courses, such as this one, are designed to require 2–3 hours of outside work for every hour the class meets. This means, in addition to attending class meetings, each student should be working 5–8 hours after each class (10–16 hours a week) to do well in this course.
- Students are expected to attend each class meeting, on time, fully prepared, and ready to participate. Students who are not fully prepared, who have not shown project progression, or who have not produced enough work, five (5) points will be deducted from the project grade each class period the student is not prepared.
- Students arriving to class late or leaving early, without receiving authorization or making arrangements in advance with the instructor, will be marked absent. To change an absence to a tardy/early departure, a student must meet with the instructor that day at the end of lecture for approval. Each tardy/early departure is counted as $\frac{1}{4}$ an absence. This means four (4) recorded tardies or early departures will count as one (1) absence.
- Attendance is a required component of this course and students are expected to attend class for its entirety. Excessive absences, tardiness, and/or leaving class early will be reflected in the final grade. Each student is granted three (3) absences for the semester. Each additional absence will result in the drop of one full letter grade in the student's final grade.
- If you are feeling ill, exposed to someone who tested positive for COVID, or you have tested positive for COVID, do not come to class. I will work with you to make up the class so it doesn't count as an absence. Please fill out a "Cares Form" if you do test positive or had exposure.
- You will not be penalized for extreme emergency. Please note: vacations and work-related absences do not qualify as excused absences. If you miss class in order to participate in university-sponsored events, you must meet with me one week prior to the absence to make up the class. In the event of serious or extended illness, or family emergency, the Dean's office should be notified.

Assignments (Course Requirements)

Assignments	Points
Presentation	1/2
Discussion	1/4

Assignments	Points
Quiz (4)	1/4
Total	100

Grading Scale

A = 90 to 100%

B = 80 to 89%

C = 70 to 79%

D = 65 to 69%

F = Below 65%

Course Evaluation

During the last two weeks of the course, you will be provided with an opportunity to evaluate this course and your instructor. Your participation is an integral part of this course, and your feedback is vital to improving education at Purdue University. I strongly urge you to participate in the evaluation system. Please give constructive criticism to your instructor, this is a tool to improve the class not to bully your instructor.

How to Succeed in this Course

Show up, work hard, be prepared each class with the requested deliverables.

Netiquette (if applicable)

Your instructor and fellow students wish to foster a safe learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea but you are not to attack an individual. Our differences, some of which are outlined in the University's nondiscrimination statement below, will add richness to this learning experience. Working as a community of learners, we can build a polite and respectful course ambience. Please read the Netiquette rules for this course:

- Do not dominate any discussion. Give other students the opportunity to join in the discussion.
- Do not use offensive language. Present ideas appropriately.
- Keep an "open-mind" and be willing to express your opinion.
- Do not hesitate to ask for feedback.

Academic Dishonesty

Academic Misconduct, including plagiarism (using other people's ideas/words and not giving them credit thus implying the work is your own original work) or using your own work from a previous course without the express permission of the instructor, is taken very seriously at any learning institution. It is taken very seriously in this class. Please be aware of what behaviors constitute [academic misconduct](#) (See Bulletin, Code of Students Rights, Responsibilities and Conduct Part II. A.) If caught cheating or plagiarizing, a student may receive no credit on the assignment and may result in an F for the course.

Any instances of academic dishonesty will be reported to the Dean of Students and your Department Chair and may result in expulsion from the University. Additional potential consequences can be found under: [potential consequences](#) (See Bulletin, Code of Students Rights, Responsibilities and Conduct, Part III. A.: i.e., failure of the assignment, failure of the course and/or dismissal from the university) of such behavior.

Diversity and Nondiscrimination:

Related to civility, Purdue Fort Wayne [Policies](#) include the following statements:

“Respect and civility should therefore be afforded to all individuals regardless of race, ethnicity, gender, age, sexual orientation, disability, religion, family status, socioeconomic level, educational background, veteran status, or position at the university....Purdue Fort Wayne prohibits discrimination against any member of the university community on the basis of race, religion, color, sex, age, national origin or ancestry, genetic information, marital status, parental status, sexual orientation, gender identity and expression, disability, or status as a veteran...”

The Purdue Fort Wayne [Code of Student Rights, Responsibilities, and Conduct](#) further states:

“The university believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchanges of ideas, and enriches campus life...Purdue University Fort Wayne prohibits discrimination against any member of the university community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability, or status as a veteran.”

Disability Statement

Purdue Fort Wayne is committed to providing reasonable accommodation and access to programs and services to persons with disabilities.

If you have a disability and need assistance, special arrangements can be made to accommodate most needs. Contact the Director of Services for Students with Disabilities (Walb Union, Room 113, telephone number 481-6658) as soon as possible to work out the details. Once the Director has provided you with a letter attesting to your needs for modification, bring the letter to me. For more information, please visit the [web site for Services for Students with Disabilities](#) (SSD) and refer to the [SSD Student Handbook](#).

Student Support Services

Purdue University Fort Wayne is committed to your academic and personal success. Visit the [student support services page](#) for a list of student support services, including academic services, technology services, health and wellness, and support from administrative offices.

Emergency Statement

Address what the student should do in emergency situations. Define procedures for communicating with the students and submitting assignments. For example:

In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. Here are ways to get information about changes in this course.

Students Called for Military Duty

If you are a student in the military with the potential of being called to military service and/or training during the course of the semester, you are encouraged to contact your advisor immediately.

projects

Presentation

You will be required to get into groups of 3 or 4 students and put together a 45-60 minute lecture on either a post-modern graphic designer or a post-modern graphic design movement. Use imagery and content to create your presentation.

projects

Critiques

You will be required to come to class prepared by reading the chapter before class. Class critiques are required and will be part of your grade. Each student will need to bring one question to class about the reading and discuss it in class.

projects

Trivia Quiz

There will be a quiz a couple times a semester that will act more like a trivia day. Come prepared to work in groups and compete against your classmates!

date	day	readings	assignment
8/23	Tu	syllabus	
8/25	Th	GDH: Prelude/ch1	
8/30	Tu	GDH: ch 2	
9/1	Th	GDH: ch 3	
9/6	Tu	GDH: ch 4	
9/8	Th	GDH: ch 5	
9/13	Tu	Typography History	
9/15	Th	Typography 1	
9/20	Tu	Typography 2	
9/22	Th	Helvetica	
9/27	Tu		quiz review
9/29	Th		
10/4	Tu	GDH: ch 6-7	
10/6	Th	GDH: ch 8	
10/11	Tu	GDH: ch 9	
10/13	Th	GDH: ch 10	
10/18	Tu	<i>no class</i>	
10/20	Th	GDH: ch 12	
10/25	Tu	GDH: ch 13	
10/27	Th	GDH: ch 14-16	
11/1	Tu		quiz review
11/3	Th	Post-Modern Design	
11/8	Tu	Post-Modern Design	
11/10	Th	Post-Modern Design	

date	day	readings	assignment
11/15	Tu	Post-Modern Design	
11/17	Th	Feminism and Design	
11/22	Tu	Diversity and Design	
11/24	Th	<i>no class</i>	
11/29	Tu		quiz review
12/1	Th	Group Post-Modern Lecture	
12/6	Tu	Group Post-Modern Lecture	
12/8	Th	Group Post-Modern Lecture	
Exam Week		submit via email	files

schedule

critique=project that is due

assignments=deliverables that are due

GDH=Graphic Design History A Critical Guide