

VIS 1180 HISTORY OF DESIGN

Credit Hour Total: 3.0
0032

Prerequisite: DEV

Course Description: History of graphic design covering major designers and their work, as well as design movements. From the origins of graphic art including print and typography through the rise of the Internet, this course will explore the connection between culture and technology in the evolution of graphic design.

Textbook: Required: Meggs' History of Design by Meggs'/Purvis

General Education Outcomes:

1. Oral Communication Competency
2. Written Communication Competency
3. Critical Thinking/Problem Solving Competency
4. Values/Citizenship/Community Competency
5. Information Literacy Competency

Course Outcomes:

1. Recognize and identify design movements, designers from that movement and examples of their work.
2. Recognize the cultural and technological changes that influence design styles and movements.
3. Articulate how graphic design has influenced culture and consumerism.
4. Identify and describe how the invention of new technologies in typography, printing, and media has influenced graphic design.

Sinclair Honor Code:

The Honor Code is a statement of positive behaviors encouraging ethical practice regarding what one should do, a counter balance to the student, faculty, and staff codes of conduct with a positive focus on encouraging ethical behavior.

“As a member of the Sinclair Community College of students, faculty, and staff, I will uphold the values of citizenship, social-responsibility, and personal accountability. I will maintain the highest standards of professional and academic ethics. I will uphold my personal integrity, dignity, and self-respect by being fair and honest at all times and by treating all individuals with respect. By honoring these ideals, I will be building a better future for myself, my college, and my local, regional, and global communities.”

eLearn

The most current course information will be posted on eLearn. It is the student's responsibility to access project information prior to classroom discussion date on syllabus.

Instructor:	Diana Leakas
Phone:	937.512.2051 office
Office:	13-214 B
Email:	diana.leakas@sinclair.edu
Office Hours	Monday 3:00 - 4:00 Tuesday 1:00 - 2:00, 4:45 - 5:30 Wednesday 3:00 - 4:00 Thursday 1:00 - 2:00, 4:45 - 5:30 Friday - By Appointment

Course Requirements and Point Distribution:

Project #1 Research and select 3 good graphic design pieces. Scan or “copy & paste” to a word document. Note the designer’s name, year created, and purpose/function of each image (ex. advertisement, DVD cover, corporate logo, etc.). Save the images on your flash drive. Print out two copies of each piece; write your name on back of hard copies, with the required image information. Turn-in to the professor on due date found in weekly syllabus.

Project #2 Students will work in pairs during class to complete this project. Students will compare each one of their contemporary graphic design image to an Illuminated Manuscript found in the textbook. See complete description of Project #2 in eLearn.

Project #3 Notable Designer Student Presentation - See description of Project #3 in eLearn.

Project #4 During class time, students will be divided into groups, noting observations of different Principles (2) and Elements (3) found in the Arts and Crafts Movement and Art Nouveau. See description of Project #4 in eLearn.

Project #5A Definitions and a minimum of three elements found in the designs of; Cubism - Futurism - Dada - Surrealism - Suprematism - Constructivism - De Stijl

Project #5B Students will convert one of their graphic selections to Cubism, Futurism, Dada, or Surrealism and one to Suprematism, Constructivism, or De Stijl. List/explain 3 elements reflecting style See description of Project #5 in eLearn.

Project #6 After viewing the film on Helvetica, students will write a reflection paper, and then convert one of their design selections into Helvetica font, noting the difference in meaning. See description of Project #6 in eLearn.

Project #1	Selection of 3 graphic design pieces	15 points	
Project #2	Comparisons or Contrast of graphic works	30 points	
Project #3	Notable Designer Student Presentations	30 points	
Project #4	Principles/Elements in Arts and Crafts/Art Nouveau	30 points	
Project #5A	Definitions three elements	35 points	
Project #5B	Conversion of graphic selections	20 points	
Project #6	Helvetica reflection paper, Conversion of graphic	30 points	
Quiz #1	Chapters 1, 2, 3, 4	20 points	
Quiz #2	Chapters 9, 10, 11, 12	20 points	
Quiz #3	Chapters 13, 14, 16, 17	20 points	
Quiz #4	Chapters 18, 19, 20	20 points	
Quiz #5	Chapters 21, 22, 23, 24		20 points
Grading:	A = 261 - 290		
	B = 232 - 260		
	C = 203 - 231		
	D = 174 - 202		
	F = < 174		

Graded Work:

All work to be graded, will be assessed, assigned a point value, and made available to be returned to the student within 8 days of its assigned due date. It is the student’s responsibility to keep track of their points awarded. Grades will not be in eLearn as it is this instructor’s view that all graded work should be physically reviewed with the student during class. By verbally evaluating the student’s competency level, the student will better understand the strengths and weaknesses demonstrated in their work. Many students will find the grade distribution sheet a helpful recording tool.

Absences:

Students are required to attend all classes. If a student is absent from class, they are responsible for obtaining assignments and turning the projects in by the assigned due date. There are no make-up quizzes for ones missed. If a student misses only one, the final quiz will be doubled.

Department Policy on Absences:

On the 5th absence: One letter grade reduction

On the 7th absence: Two letter grade reduction

On the 9th absence: "F"

Four tardies = one (1) absence, a student will be considered tardy if they come to class 15 minutes late or leave class early by 15 minutes.

Late Projects:

Late projects are not acceptable and will not be graded. If a student is absent from class, they are still responsible for turning the projects in by the assigned due date. E-mail your work from home to Diana.leakas@sinclair.edu or the amount of work completed by the due date. Students may send clear photos of their work to justify their progress.

Weather:

Monitor the Sinclair website for potential weather-related delays/cancellations. If KFHS is canceled for the day, then class will not be held and any assigned work for that day will be turned-in the following class period.

Cell phones:

Do not use cell phones in class, even to text. Turn them off before class. If students forget to turn off cell phones, do not answer the call. If special circumstances surface requiring the use of a cell phone, please make arrangements with the instructor before class.

Standard File Naming for Design Dept.: Year-Semester-Course #-Section #-Last Name-First Name-Project-Name

Example: 16-Fall-VIS1180-150-Smith-Susie-Paper#1

Teaching Syllabus

- August 22 Why study history?
Course introductions, Review policies and syllabus
Chapter 1 - The Invention of Writing
Introduce Project #1
- August 24 Chapter 1 - The Invention of Writing
Chapter 3 - The Asian Contribution
Principles and Elements of graphic design
- August 29 ***Project #1 due**
Chapter 4 - Illuminated Manuscripts - St John's Bible
Last day to Withdraw with Refund
- August 31 ***Project #2** -in class project, **due at the end of class**
Introduce Project #3 Notable Designers
- September 5 Labor Day, Campus is closed
- September 7 ***Quiz #1 over Chapters 1, 3, & 4**
Chapter 5 - Printing Comes to Europe
Select Notable Designers for Project #3
- September 12 Chapter 6 - The German Illustrated Book
Chapter 7 - Renaissance Graphic Design
- September 14 Chapter 9 - Graphic Design and the Industrial Revolution
"How to be an Effective Presenter"
- September 19 Chapter 10 - The Arts and Crafts Movement and Its Heritage
Introduce Project #4
- September 21 Chapter 11 - Art Nouveau
Studio: Project #4 - in class project
- September 26 Chapter 12 - The Genesis of Twentieth-Century Design

- September 28 Studio: Small Group Peer Critique of Project #4 - Following, refinement of Project #4
***Quiz #2 over Chapters 9 - 12; one page of notes allowed (turn-in with quiz)**
*** Project #4 Due**
 Chapter 13 - The Influence of Modern Art: Cubism - Futurism - Dada - Surrealism
- October 3 Chapter 13 - The Influence of Modern Art: Suprematism - Constructivism - De Stijl
 Studio: Introduce Project #5 - Commence writing the definitions and a minimum of 3 elements found in the designs of; Cubism - Futurism - Dada - Surrealism - Suprematism - Constructivism - De Stijl
- October 5 Chapter 14 - Pictorial Modernism
 Chapter 15 - A New Language of Form
 Studio: Project #5B -students will sketch ideas to convert one of their graphic selections to Cubism, Futurism, Dada, or Surrealism and one to Suprematism, Constructivism, or De Stijl
- October 10 ***Project #5A - Definitions and Elements Due**
 Chapter 15 - A New Language of Form
- October 12 Chapter 16 - The Bauhaus and the New Typography
- October 17 Studio: Project #5B - *First-draft* hard copies of both sets are due - Small Group Peer Critiques
 Refinement of redesigning graphic selections of Project #5B
- October 19 **Student Project #5B Due; PowerPoint presentations to class**
- October 24 Chapter 17 - The Modern Movement in America
- October 26 Introduce Project #6 - View Helvetica Film
- October 31 ***Quiz #3 over Chapters 13 - 17; one page of notes allowed (turn-in with quiz)**
 View Helvetica Film
- November 2 Chapter 18 - The International Typographic
 Chapter 19 - The New York School
- November 7 Chapter 20 - Corporate Identity and Visual Systems
- November 9 ***Project #6 Helvetica Reflection Paper and conversion design piece due, Class Presentations**
- November 14 ***Quiz #4 over Chapters 18 - 20; one page of notes allowed (turn-in with quiz)**
 Chapter 21 - The Conceptual Image
 Chapter 22 - Postmodern Design
- November 16 Chapter 23 - National Visions within a Global Dialogue
Friday, November 18 Last day to Withdraw with a "W"
- November 21 - 23 No Class- Bank Days for Kettering School District
- November 28 Chapter 24 - The Digital Revolution and Beyond
- November 30 Chapter 24 - The Digital Revolution and Beyond
- Finals Week, Monday, December 5 ***Final Exam: *Quiz #5 over Chapters 21 - 24; Attendance is Mandatory**
 One page of notes allowed (turn-in with quiz)