**vma**   **visual & media arts**

Bunker Hill Community College

**VMA-114**

# HISTORY OF GRAPHIC DESIGN

*Fall 2016 Course Syllabus*

**Instructor: A. Bell Carter**

*09/06/2016-12/20/2016 E165*

**Section 01:** *Tuesday 10:00AM - 12:45PM,
E Building, Room E165*

**Email:**
*acar7680@bhcc.mass.edu*

**Phone:**
*617-228- 3246,
Please contact me via email,
I check it often.*

**Office:**
*D122-C (Check in VMA E-167 first.
It works best to set up an
appointment via email.)*

*Check your BHCC email frequently for class
updates. It is college policy for students and
instructors to communicate through
BHCC email.*

## Course Description

This course critically investigates and explores graphic design and visual communication history, major movements and pivotal artists and designers. This course requires participation of students in lecture and presentation, writing and studio projects, which will build critical thinking and visual skills. The course provides a necessary historical basis for students in the Graphic Design Program in the Visual & Media Arts Department. Prerequisites: Writing Skills II (ENG095) and Prealgebra (MAT092).

## Required Text

Meggs' History of Graphic Design, 6th edition
Publisher: Wiley;
ISBN-10: 0471699020
ISBN-13: 978-0471699026

## Course Goals/Learning Outcomes

Upon successful completion of the course, the student will be able to

- Identify graphic design trends throughout the history of visual communication and understand the stylistic, social and technological significance of those milestones in history.

- Be able to use the visual language from each era studied to inspire their own work by applying various styles to independent studio projects.

- Develop critical thinking skills through reading, writing, drawing and discussing course material,and presenting and critiquing their work and the work of classmates.

- Develop communication skills through participating in class discussions and critiques.

## Required Materials

Bring a sketch/comp book to every class.

A USB thumb drive to back up and transport digital work. (You should back up your work after every session.) Your files will be deleted off of VMA computers shortly after the last class.

TOPICS
*Medieval Illuminated manuscripts*
*Gutenberg/ Renaissance*
*Industrial Revolution/Victorian*
*Art Nouveau*
*Modern Art Cubism*
*Dada/Futurism*
*Art Deco*
*Russian Suprematism/*
*DeStijl*
*Bauhaus*
*WPA/American Moderns*
*International/Swiss*
*New York School/CorpID*
*Psychedelic*
*Post Modern*

### Course Grading Breakdown

| Assignment | Grade % |
|---|---|
| **Weekly History Sketchbook drawings** | **40%** |
| **1 Finished Conceptual Drawing** | **15%** |
| **Mid Term Test** | **15%** |
| **Final Test** | **15%** |
| **Class Participation** | **15%** |

## *Course Methodology*

### WEEKLY READING

Complete the weekly reading assignment in Meggs so you are familiar with the content before we start working with the material in class.

### WEEKLY NOTES AND CONCEPTUAL DRAWING

#### *Notes*

Each week, use your History Sketchbook to take notes on the reading based on the weekly questions and our discussions. You will be able to use these notes (but not the book) on the midterm test and the final. You may use other resources besides the book to take notes. The better notes you take the better you wil do on the tests. You will hand in your sketch book at the end of the semester.

#### *Weekly Conceptual Drawing*

Each week you will be given a conceptual drawing project. In your History Sketch book sketch 4-6 pages of ideas and thumbnails and then make a more finished drawing. These are in pencil or pen and can be loose and rough. as long as we can see your ideas. Load these up on our wiki (or Moodle) every week. You will be sharing them with the class. You must do 8 drawing assignments to receive full credit for the assignment.

### FINAL CONCEPTUAL DRAWING

Use your favorite conceptual drawing from your sketch book and render a final piece of art work based on your idea. You must use material befitting a final piece. No computer paper , cheap sketch paper, note book paper. Materials must relate some how with the concept or the era it represents. The best of these pieces will hang in the Student Art Exhibition.

You will show preliminary sketches in order to get feedback from the class in critique

### MID-TERM TEST

This test will be based on the material we cover in the first half of the semester. You may use your notes but not the book.

### FINAL TEST

This test will be based on the material we cover in the second half of the semester. You may use your notes but not the book.

### CLASS PARTICIPATION

Much of this class is spent in discussion and critique, looking at student research and work, analyzing its effectiveness and offering feedback and ideas. The critique process is essential part of your education and the collaborative process of a professional designer. During critique you will hone your critical thinking and ideation skills, speaking and social skills. The success of this class depends on your participation. You and your classmates will benefit from your input in discussions and critiques. You will be graded on whether or not you participate.

### CONTRIBUTIONS TO CLASS WIKI

In order to share your work with the class and to receive more comprehensive feedback, students will upload all process stages of their independent projects

to the wiki.

### YOU WILL BE EVALUATED ON WHETHER YOU:

- Participate in class discussions and critiques.
- Satisfy the Design Brief (Rubric) for projects.
- Post your final work, research and sketches on the class wiki.
- Apply excellent craftsmanship, ie., neat work, aligned type, intentional spacing, clean cuts, straight and measured mounting, no gunk or glue marks on your work.
- Hand in work on time.
- Work well with others: using constructive feedback, patience, and kindness
- Come to class on time.
- Exhibit a professional attitude; you must be open to constructive feedback.
- Exhibit professional decorum in class. **Deadlines**

Grades on research/sketches and final stage of projects will be reduced by 2 pts per day for each day late. You will have something due every week. Work sheets are also due every week.

### Portfolio Review

All Graphic Design majors are required to present a portfolio of 12-15 projects at the end of their 2nd year in a portfolio review. The portfolio is presented to an audience of classmates, instructors and professional practitioners. Please approach your work with the dedication needed to produce work worthy of a portfolio for applying for college admissions, internships and employment in the field of visual design.

### Attendance

Attendance is required for all class meetings. E-mail me via BHCC email in the event of an unavoidable absence such as a medical emergency. No absence will be excused without the prior consent of the instructor unless it is a medical emergency. Your grade is lowered by 5 points for each absence after the first.
- For double-period, once per week classes: More than 3 absences will result in a grade of F.
- For single-period, twice per week classes: More than 4 classes result in an F.

Students are responsible for all material covered in a class session whether or not they are in attendance. Consult the wiki and contact your classmates concerning what you have missed.

If you are more than 15 minutes late for class, it will count as an absence.

### Class Environment

Please shut off or mute the ringer of your phone.

Please use devices for class-related research only. Facebooking, texting etc. during class will effect your grade in participation.

### *Policy For Individuals With A Disability*

Bunker Hill Community College is committed to providing equal access to the educational experience of all students in compliance with Section 504 of The Rehabilitation Act of 1973 and The Americans with Disabilities Act of 1990. A student with a documented disability, who has not already done so, should schedule an appointment at the Office for Students with Disabilities (room E222) in order to obtain appropriate services.

### *Plagiarism Policy*

Dishonesty, cheating, and plagiarism will not be tolerated in this course. Plagiarism is representing someone else's work as your own. This includes copying and pasting from the Internet or quoting a secondary source without citing that source. All class writings and artworks must be the student's own original work, and created specifically for this particular course. Students found to have plagiarized or who have cheated on an examination, paper or artwork will receive a zero (0) for the assignment and will be referred to the Dean.

### *Class Schedule*

(Subject to adjustment.)

| *We will discuss these topics in the week of* | *Project stages and Due dates* |
|---|---|
| *WEEK 1  9/6* | *Chapter 4 Medieval Illuminated Manuscripts* |
| *WEEK 2  9/12* | *Chapter 5 Gutenberg/ Chapter 7 and 8 Renaissance* |
| *WEEK 3  9/19* | *Chapter 9 Industrial Revolution/ Victorian* |
| *WEEK 4  9/26* | *Chapter 11 Art Nouveau* |
| *WEEK 5  10/03* | *Chapter 13 Modern Art Cubism* |
| *WEEK 6  10/10* | *Dada/Futurism* |
| *WEEK 7 10/17* | *Midterm Test*<br> *Chapter 14 Art Deco* |
| *WEEK 8  10/24* | *Chapter 14 Russian Constructivism* |
| *WEEK 9  10/31* | *chapter 16 Bauhaus* |
| *WEEK 10  11/07* | *Chap 17 American Moderns* |
| *WEEK 11  11/14* | *Sketches for Conceptual Drawing Due*<br> *Critique*<br> *Chap 18 International/Swiss/*<br> *Chap 19 New York School/CorpID* |
| *WEEK 12  11/21* | *Chap 21Psychedelic  [Thanksgiving Week we have class]* |
| *Week  13 11/28* | *Chap 20 Post Modern, Review*<br> *Hand in sketch books for grade* |
| *WEEK 14 12/5* | *Final Test* |
| *WEEK 15  12/12* | *Final for Conceptual Drawing Due*<br> *Presentation and critique* |
| *WEEK  16 12/19* | *Exam week* |
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