

HISTORY OF GD
3163

S_22 / SECTION 01

WHERE: GILES 224

TUESDAY - THURSDAY

6:00 - 7:15

apohl.ch/msu/
spring_22/3163_01_S_22

HYBRID / F2F

INSTRUCTOR

AUBREY POHL (HE/HIM)
APOHL@CAAD.MSSTATE.EDU
(48 HOUR RESPONSE)
APOHL.CH
STAFFORD 211

OFFICE HOURS

BY APPOINTMENT / EMAIL
AND/OR
SCHEDULE A TIME ON
TUESDAY TO MEET IN MY
OFFICE OR 929 COFFEE.

*PREREQUISITES

You must be accepted
into the GD program.

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HISTORY OF GRAPHIC DESIGN 01 / TR / 6-7:15PM

COURSE DESCRIPTION

This course is an examination of the History of Graphic Design. We will examine a multitude of material and Historical documentation from a range of resources, from text to image to video.

To understand and grasp the History of Graphic Design, or design in general for that matter, is to create a foundation in your own practice, conceptual development, and research. The History of Design is a history of culture, of human beings and our methods of communication.

In addition to the examination of material, we will also engage in group discussions, and respond to prompts via writing and other methods.

COURSE STRUCTURE

Due both to the unpredictable COVID-19 situation, and to cater more efficiently to the size of the class. We will be structuring our course as follows:

TUESDAYS:

On Tuesdays we will meet in person as scheduled in Giles 224 (auditorium). Every Tuesday there will be a lecture and presentation / with selective times for questions / comments / short discussions in class / review of previously submitted responses. There will be assigned reading or review of material from Tuesday to Thursday.

THURSDAYS:

On Thursdays we will meet in Giles 224 (auditorium) for discussions. These discussions will be related to the previous lecture and are further supported by the assigned reading or review of material.

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LECTURES:

The lectures consist of a presentation of selected material and excerpts from the assigned reading or other sources. Special Topic lectures feature material outside of the course textbook "Graphic Design: A New History" by Stephen F. Eskilson. The remainder of the lectures will be given on material from this text (as well as assigned readings).

DISCUSSIONS:

Every discussion will react to the current lecture and assigned reading / material. Each student should complete the response assignment for the week before the discussion, as students will be called upon to discuss their findings. Engagement in the discussion will be part voluntary part random assignment (this applies both to presenting and commenting / asking questions). There will also be a parallel discussion board via Canvas.

RESPONSES:

Responses are reactive assignments given on lecture days to be completed as homework (in parallel to reading / reviewing) prior to the discussion on Tuesday. Some are writing prompts, some are special case projects.

For writing prompts, students must submit 1-2 page written responses (8.5 x 11, 12pt, 1.0 line spacing). Include your name, date, and topic of discussion at the top of the page, and list citations (if any) at the end of the response (MLA, CHICAGO, OR HARVARD STYLE).

*citations do not count towards the length of your paper
*writing portion must (technically) fill one entire page on it's own (not counting images, headers, or citations).

For special case prompts, instructions will be given on the day of lecture.

ALL RESPONSES MUST BE SUBMITTED TO CANVAS PRIOR TO DISCUSSIONS

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FINAL PAPER:

5-10 pages (not including images, headers, or bibliography (MLA, CHICAGO, OR HARVARD)).

Students will select a topic of their choosing from discussions throughout the semester.

More details will be given at a later date.

REQUIREMENTS

TEXT: "GRAPHIC DESIGN: A NEW HISTORY" by Stephen F. Eskilson, third edition. (you can share a copy with a classmate, but a purchase for your own records and research is highly recommended.)

A laptop or computer (for writing papers, research, discussions, special case responses, etc...)

Further required or recommended materials or softwares announced as needed.

AN OPEN MIND!

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COURSE OBJECTIVES

The objective of this course is to give students a foundational understanding of the history of graphic design, in order to reference, build-on, discover, and question for their individual developing research and practices.

Design is an amorphous practice, as is its history. It is one that changes as it is continued. Our understanding of design history is not meant to be synonymous, but has the ability to cater and support our individual experiences as designers, creators, researchers, and humans.

This is not to say there are not steadfast crucial moments in

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the history of design, just that we continue to discover and expand on them, as well as participate.

This course aims to examine, question, and reflect on the impacts of design history on the world as well as our individual lives, and create excitement and engagement in the continuing of the history of graphic design.

PHONE POLICY

No phones, headphones, or other distracting devices are allowed to be used in class. However, when we are not actively discussing something as a class, we will share and listen to music as a class.

*** by staying in this course you agree to the rules and guidelines in this syllabus ***

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IMPORTANT DATES

JANUARY

24 LAST DAY TO DROP A CLASS WITHOUT A GRADE

25 LAST DAY TO REGISTER OR ADD A COURSE

FEBRUARY

28 FIRST PROGRESS GRADES

MARCH

08 LAST DAY TO DROP A CLASS WITH A 'W'

14-18 SPRING BREAK (NO CLASS)

APRIL

01 SECOND PROGRESS GRADES

15 HOLIDAY (NO CLASS)

18 HOLIDAY (NO CLASS)

MAY

01 CLASS ENDS

04 READING DAY

5-11 FINAL EXAMS / CRITIQUES

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COURSE OVERVIEW

*some scheduled materials are subject to change

WEEK 01 TU: LECTURE 01 / SPECIAL TOPIC / PLIMSOLL LINE
TH: RESPONSE

WEEK 02 TU: LECTURE 02 / SPECIAL TOPIC / TECHNOLOGIES
TH: DISCUSSION / RESPONSE

WEEK 03 TU: LECTURE 03 / SPECIAL TOPIC / TBD
TH: DISCUSSION / RESPONSE

WEEK 04 TU: LECTURE 04 / TEXTBOOK CHAPTER 1-2
TH: DISCUSSION / RESPONSE

WEEK 05 TU: LECTURE 05 / TEXTBOOK CHAPTER 3
TH: DISCUSSION / RESPONSE

WEEK 06 TU: LECTURE 06 / TEXTBOOK CHAPTER 4
TH: DISCUSSION / RESPONSE

WEEK 07 TU: LECTURE 07 / TEXTBOOK CHAPTER 5
TH: DISCUSSION / RESPONSE

WEEK 08 TU: LECTURE 08 / TEXTBOOK CHAPTER 6
TH: DISCUSSION / RESPONSE

WEEK 09 SPRING BREAK (NO CLASS)

WEEK 10 TU: LECTURE 09 / TEXTBOOK CHAPTER 7
TH: DISCUSSION / RESPONSE

WEEK 11 TU: LECTURE 10 / TEXTBOOK CHAPTER 8
TH: DISCUSSION / RESPONSE

WEEK 12 TU: LECTURE 11 / TEXTBOOK CHAPTER 9
TH: DISCUSSION / RESPONSE

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WEEK 13 TU: LECTURE 12 / TEXTBOOK CHAPTER 10-11
TH: DISCUSSION / RESPONSE

WEEK 14 TU: RESEARCH PAPER START (FINAL) / ASSIGNMENTS
TH: RESEARCH / WORKING / READING DAY

WEEK 15 TU: RESEARCH PAPER FEEDBACK GROUP 1 > 2
TH: RESEARCH PAPER FEEDBACK GROUP 2 > 1

WEEK 16 TU: RESEARCH / WORKING / READING DAY
TH: RESEARCH / WORKING / READING DAY

WEEK 17 RESEARCH PAPER TURN IN (EXAMS)
END OF COURSE

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ATTENDANCE & PARTICIPATION

* Attendance is mandatory and evaluated not only by presence but also engagement. Design is a fluid practice, there is no textbook you can read at home to replace the experience of in-person (or virtual in-person) exchange. Roll will be recorded at the beginning of each session.

* +10 minutes late = tardy

* three tardies = unexcused absence

* +20 minutes late = unexcused absence

* Each student is allowed two unexcused absences without penalty. Every absence following results in a 10 point deduction from the final course grade.

* This section is a face-to-face instructional class. Please refer to Academic Operating Policy 12.09, regarding attendance expectations and accommodations. Please note that this statement or similar is required for any course where attendance or participation is considered part of the course's final grade. Any alternate statement must reference Academic Operating Policy (AOP) 12.09

* If possible, students should notify the instructor no less than 10 days before an absence. This does not include certain emergency situations that can be discussed in discretion should they arise. It is the responsibility of the student to make-up missed work or project deadlines. Communication with your instructor is key. Students may be required to submit documentation and verify excused absences with the Dean of Students' Office.

I understand the strange and uncertain times we are living in post / during the Covid-19 pandemic, and I ask that you communicate with me directly to discuss any grievances you may have regarding attendance and these policies. They are here for your benefit, as the design education process can only exist with a collective effort from students and teachers alike.

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EVALUATION

Student work and projects will be evaluated as follows:

Each project starts at the ground floor, level 0, which means each student must effectively complete the project in order to attain the highest possible grade. This grade is determined by work ethic, execution, process work, engagement, conceptual development and application, and meeting of set deadlines.

Every deadline is a crucial part of the project, and must be met with the highest possible degree of completion. As a designer myself I understand the development of individual work-flows and processes, however, as projects develop I will work with students to advise and inform these processes under the guidelines of the course / projects.

Projects are evaluated not only by the quality of the work, but also by the level of care, detail, research, and development put into the objective.

*YOUR FIRST IDEA IS VIRTUALLY NEVER YOUR BEST IDEA. Working through your ideas and concepts alongside instructor direction and peer review is crucial to formulating your best work.

Evaluation breakdown:

40% Weekly responses
40% Projects (From concept development to execution)
20% Engagement in group critiques, class discussions, research, processes work, and daily attendance / engagement.

GRADING

A = 90 - 100

B = 80 - 89

C = 70 - 79

D = 60 - 69

F = 59 - 00

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STUDENT HONOR CODE

Mississippi State has an approved Honor Code that applies to all students. The code is as follows: "As a Mississippi State University student, I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do." Upon accepting admission to Mississippi State University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor Code. Student will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the MSU community from the requirements or the processes of the Honor Code. For additional information, please visit: <http://honorcode.msstate.edu/policy>

TITLE IX

MSU is committed to complying with Title IX, a federal law that prohibits discrimination, including violence and harassment, based on sex. This means that MSU's educational programs and activities must be free from sex discrimination, sexual harassment, and other forms of sexual misconduct. If you or someone you know has experienced sex discrimination, sexual violence and/or harassment by any member of the University community, you are encouraged to report the conduct to MSU's Director of Title IX/EE0 Programs at 325-8124 or by e-mail to titleix@msstate.edu. Additional resources are available at <http://students.msstate.edu/sexualmisconduct/>

DOCUMENTATION OF CLASS / WORK

I will be documenting certain aspects of student work, process work, and projects for CAAD promotion or other research purposes. I will always inform and request consent before doing so. Contact me directly for further inquiry.

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SUPPORT SERVICES

Students who need academic accommodations based on a disability should visit the Office of Student Support Services, 01 Montgomery Hall, call 662-325-3335, or visit the website at www.sss.msstate.edu

UNIVERSITY SAFETY STATEMENT

Mississippi State University values the safety of all campus community members. Students are encouraged to register for Maroon Alert texts and to download the Everbridge App. Visit the Personal Information section in Banner on your MyState portal to register. To report suspicious activity or to request a courtesy escort via Safe Walk, call University Police at 662-325-2121, or in case emergency, call 911. For more information regarding safety and to view available training including helpful videos, visit ready.msstate.edu

DISABILITY RESOURCE CENTER

Mississippi State University is committed to providing equitable access to learning opportunities for all students. The Disability Resource Center (01 Montgomery Hall) collaborates with students who have disabilities to arrange reasonable accommodations. If you have, or think you may have, a disability, please contact drc@saffairs.msstate.edu or 662-325-3335 to arrange a confidential discussion regarding equitable access and reasonable accommodations. Disabilities may include, but are not limited to, conditions related to mental health, chronic health, attention, learning, autism, brain injury, vision, hearing, mobility, speech, or intellectual disabilities. In the case of short-term disabilities (e.g., broken arm), students and instructors can often work to minimize barriers. If additional assistance is needed, please contact the Disability Resource Center.

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CONTINUITY OF INSTRUCTION

In the event that face-to-face classes are suspended due to extenuating circumstances, such as weather, the instructor will continue instruction in a manner that best supports the course content and student engagement. In this event, all instructors will notify students of the change via their university email address (the official vehicle for communication with students). At that time, they will provide details about how instruction and communication will continue, how academic integrity will be ensured, and what students may expect during the time that face-to-face classes are suspended. If a student becomes unable to continue class participation due to extenuating circumstances, (e.g., health and safety, loss of power, etc.) the student should contact their instructor and advisor for guidance. For additional guidance, please refer to Academic Operating Policy 12.09.

COVID-19 ADDENDUM

The COVID-19 situation is ever-changing and ever-frustrating. It is crucial that we stay up to date and follow the COVID-19 safety guidelines determined by the CDC & MSU.

You can find all information regarding these policies at:

<https://www.msstate.edu/covid19>

(this includes information for vaccines, testing, and general guidelines and policies)

* AS OF FALL 2021 MASKS ARE REQUIRED INDOORS

* FACE SHIELDS CANNOT BE WORN WITHOUT A MASK

* PRACTICE SOCIAL DISTANCING WHEN POSSIBLE

* STAY HOME AND CONTACT YOUR INSTRUCTOR IF:

* YOU FEEL SICK

* YOU TEST POSITIVE FOR COVID-19

* YOU WERE OR MAY HAVE BEEN IN CONTACT WITH PERSON WHO
TESTED POSITIVE FOR COVID-19

* FOLLOW ALL CDC / MSU PROTOCOLS & GUIDELINES