Sam Houston State University
College of Fine Arts and Mass Communication
Department of Art

ARTS 3383, SECTION 01
HISTORY OF DESIGN
3 Credit Hours
Spring Semester, 2018

Class Location:	Online –Distant Learning
Instructor:	Heather Joy Puskarich
Office Location:	Huntsville Campus, Art Complex, Bldg. A, Room 105
Instructor Contact Information:	E-Mail: heatherjoy@shsu.edu
Office Hours:	By appointment Virtual Chat TBA

IMPORTANT NOTE: This syllabus, along with course assignments are subject to change. It is the student's responsibility to check the course announcements regularly for corrections or updates to the syllabus. Any changes will be clearly noted.

COURSE DESCRIPTION
History of Design provides an in-depth study of styles, schools, philosophies, and parallel fields of design from the Industrial Revolution to current day. Emphasis will be on the development of the profession of graphic design and its relationship to commerce and technology.

Learning Outcomes
A student should gain a working knowledge of the evolution of graphic design from ancient eras to the present day. A working knowledge includes an ability to identify various schools, movements and styles, to place designs within their historical context and to attempt to explain the function or meaning and significance of innovations in graphic design. A student should also learn to understand the influence of past cultures on the present and to comprehend issues related to visual culture in general.

Learning objectives include the following:
1. Developing an understanding of the specific history related to visual communication.
2. Recognizing, identifying and discussing influential examples in the history of visual communication from prehistory to the present.
3. Gaining knowledge of and discussing major schools, movements and styles of graphic design from the eras covered in class.
4. Analyzing and critically evaluating ideas, information and arguments
5. Gaining knowledge of the terminology, trends, and methodologies used to study art history.
6. Using basic techniques of visual observation and stylistic analysis to identify specific characteristics of type and image development as they relate chronologically, thematically, culturally and technologically to the material covered in class.
7. Developing the working knowledge outlined above.

Learning Activities
- Reading assignments
- Writing assignments
- Vocabulary
- Online Discussions
- Projects
- Quizzes

Course Structure
This course will be delivered entirely online through the course management system---Blackboard. Students will use their SHSU Online student login to access the course. Once in Blackboard, students will have access to weekly lessons, course materials, assignments, quizzes and resources. At designated times throughout the semester, student will be asked to participate in variety of activities engaging the History of Design. Activities could include chats, discussion forums, email, journaling, blogging, wikis, web posting or other assignments.

In order to help manage the pace of the course throughout the semester, students will have access to lessons a week at a time. Students will have one week to complete each lesson, which could cover multiple chapters of the required reading.

Lessons will be posted Monday morning and will be due by following Sunday at 11:59 p.m. (Central Time), unless otherwise noted by the instructor.

TENTATIVE COURSE OUTLINE
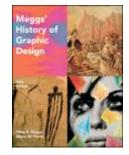Lecture & Reading Schedule:
Readings are designated under the tentative course schedule found below. Readings are subject to change; any changes to the readings will be announced by the instructor.

*There *may* be some additional articles in PDF format posted to a folder in Blackboard. Specific announcements will be made if additional readings are assigned.

DATE	READINGS
Week 1: 1/17-1/21	Introduction
Week 2: 1/22-1/28	Ch. 1 The Invention of Writing **&** Ch. 2 Alphabets
Week 3: 1/29-2/4	Ch. 3 The Asian Contribution **&** Ch. 4 Illuminated Manuscripts
Week 4: 2/5-2/11	Ch. 5 Printing Comes to Europe **&** Ch. 6 The German Illustrated Book

Week 5: 2/12-2/18	Ch. 7 Renaissance Graphic Design **&** Ch. 8 An Epoch of Typographic Genius
Week 6: 2/19-2/25	Ch. 9 Graphic Design and the Industrial Revolution **&** Ch. 10 The Arts & Crafts Movement & Its Heritage
Week 7: 2/26-3/4	Ch. 11 Art Nouveau **&** Ch. 12 The Genesis of 20th Century Design
Week 8: 3/5-3/18	Midterm Project
Week 9: 3/10-3/18	**Spring Break**
Week 10: 3/19-3/25	Ch. 13 The Influence of Modern Art **&** Ch. 14 Pictorial Modernism
Week 11: 3/26-4/1	Ch. 15 A New Language of Form **&** Ch. 16 The Bauhaus and the New Typography
Week 12: 4/2-4/8	Ch. 17 The Modern Movement in America **&** Ch. 18 The International Typographic Style
Week 13: 4/9-4/15	Ch. 19 The New York School **&** Ch. 20 Corporate Identity and Visual Systems
Week 14: 4/16-4/22	Ch. 21 The Conceptual Image **&** Ch. 22 Postmodern Design
Week 15: 4/23-4/29	Ch. 23 National Visions within a Global Dialogue **&** Ch. 24 The Digital Revolution and Beyond
Week 16: 4/30-5/9	Final Project

There may be some additional articles in PDF format posted to a folder in the course's Blackboard page. Readings are designated under the tentative course schedule found below. Readings are subject to change; any changes to the readings will be announced by the instructor.

REQUIRED RESOURCES
Internet connection (DSL, LAN, or cable connection desirable). Slow or non-existent Internet connection is not an excuse for late work.

Technological issues with Blackboard are not an excuse for late work. Students should take potential technological issues into consideration and allow themselves enough time for the successful upload of assignments.

TECHNICAL ASSISTANCE
For questions about the Blackboard system or technical issues, call SHSU Online at(936) 294-2780 or e-mail blackboard@shsu.edu Hours - Mon-Sat: 7a.m. – Midnight

For questions about your class schedule, e-mail account, or technology assistance call IT@ Sam at (936) 294-1950 or e-mail helpdesk@shsu.edu Hours: Monday—Thursday 7:30 a.m. – 9 p.m., Friday 7:30 a.m. –6 p.m.

ATTENDANCE POLICY
Attendance: Academic Policy Statement 800401 states:
1.01 Regular and punctual class attendance is expected of each student at Sam Houston State University.
1.02 It is expected that each faculty member will keep a record of student attendance.
1.03 Each faculty member will announce to his/her classes the policies for accepting late work or providing make-up examinations. Students are expected to show appropriate cause for missing or delaying major assignments or examinations.
1.04 A student shall not be penalized for three or fewer hours of absences when examinations or other assigned class work have not been missed; however, a student may be penalized for more than three hours of absences at the discretion of the instructor.
1.05 Each instructor is obligated to clarify his/her classroom policy regarding absences in writing to each student enrolled in class at the beginning of the semester or summer session.
1.06 For distant learning courses, attendance is monitored through login time, weekly participation showing 'active' involvement in classroom discussion, and completion of coursework in a timely manner based on course deadlines.

GRADING POLICY
Students will be evaluated by performance on graded work including exams, assignments, and online discussion. These grades will be recorded through the Blackboard gradebook. Students are encouraged to check their grades and report any potential errors in scores to the instructor immediately.

Writing assignments will be graded for spelling and grammar as well as content. Be sure to proofread assignments carefully.

Sam Houston State University Grading Scale:

Letter Grade	Numerical Score
A	90—100
B	80—89
C	70—79
D	60—69
F	Below 60

Weighted Grades
(Subject to change)
- Discussion Questions: **30%**
- Quizzes: **20%**
- Vocabulary: **20%**
- Midterm & Final Projects (combined): **30%**

Grades will be posted in the Grade Center on Blackboard. There will be a column containing students' Weighted Grades. The grade in this column will not reflect students' final grade until all assignments have been graded. Students should remember that grades are weighted. Simply adding up all the grades and dividing by four is incorrect and will not result in students' correct grades. Grades are weighted as specified above.

Classroom Policies
Participation
- Students are expected to participate in class discussion by commenting on weekly discussion board postings, as well as other assignments to which the instructor has assigned participation points.

Assignments
- **All assignments for this course will be submitted electronically through SHSU Blackboard, unless otherwise instructed.**
- Students are responsible for paying attention to submission guidelines. Failure to follow guidelines will result in a reduced grade.
- Any assignment submitted to the instructor as an electronic attachment through email or blackboard is the responsibility of the student.
  - You are responsible for making sure any attachments have uploaded properly. If the instructor cannot view the document/attachment, it will not be graded.
- Blackboard accurately records the date of all submissions.
- All assignments are due on the date and time given by the instructor.
- Extensions will not be given except under extreme circumstances involving documented emergencies or events.
- Discussion questions are not optional! Students must answer every question every week in order to receive full credit for the discussion questions.

- o Discussion questions may not be answered past the date on which they are due.
- **** LATE WORK WILL NOT BE ACCEPTED.****
    - o Vocabulary assignments and quizzes will not be accepted late. Late discussion posts will not be read or graded. Late projects (including the midterm and final projects) will not be accepted.
    - o **Technological issues with Blackboard are not an excuse for late work. Students should take potential technological issues into consideration and allow themselves enough time for the successful upload of assignments.** Students should not wait until 11:58 p.m. to upload their work!
    - o **Students should ensure their assignments have properly uploaded.** If the instructor cannot view the assignment, it will not be graded.
- If students have questions, they are responsible for asking the instructor prior to the due date. "I did not understand the assignment" is not an acceptable excuse. If students do not understand something or need further clarification, email the instructor or stop by the instructor's office during office hours.

Exams
- **Quizzes cannot be re-taken or made up past the deadline.**
- Quizzes and vocabulary quizzes are not optional. Students must submit quizzes and vocabulary quizzes in order to receive full credit.
- Quizzes will be multiple choice, true-false, matching, short answer and/or essay questions.
- Students will have one chance to view their test results after completion.
- Students will not be given credit for quizzes or vocabulary quizzes/assignments which you have begun but have not submitted. Students must submit the quiz or vocabulary (on time) in order for it to be graded.

Behavior
- Creating a pleasant and harmonic online learning environment is important. To do this, classmates must support and respect one other.
- As a student in this course (and at this university) you are expected to maintain high degrees of professionalism, commitment to active learning and participation in this class and integrity in your behavior.
- **COURSE MATERIAL IS COPYRIGHTED AND MAY NOT BE USED BY STUDENTS WITHOUT THE EXPRESS WRITTEN CONSENT OF THE INSTRUCTOR**
    - o STUDENTS MAY NOT UPLOAD COURSE MATERIAL ONTO OTHER WEBSITES.
    - o STUDENTS MAY NOT PROVIDE OR SELL COURSE MATERIAL TO ANY THIRD PARTY.

Academic Dishonesty
All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom.

Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited

to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, see: http://www.shsu.edu/~slo_www/

Note: Any form of academic dishonesty, including cheating and plagiarism, will not be tolerated and may be reported to the office of student affairs.
Students with Disabilities Policy
It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail disability@shsu.edu). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see:

http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf

Student Absences on Religious Holy Days Policy
Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: "a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20…." A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see: http://www.shsu.edu/~vaf_www/aps/documents/861001.pdf

Department of Art BFA Review

The purpose of the BFA Review is to ensure that students have learned basic principles and techniques needed for advanced art courses.

All Art students must successfully complete all of the Art Foundation courses and the BFA Review before being accepted into a BFA program in Computer Animation, Photography, or Studio Art or Graphic Design. Graphic Design students must also pass a separate Graphic Design Review after the BFA Review.
The Art Foundation Courses are WASH, Drawing, and Foundations in Digital Art. (ARTS 1313, 1314, 1315, 1316, & 2313). Students must pass each course with a grade of C or higher to take the BFA Review and proceed to upper level courses.

The semester after all of the Foundation courses are complete, students must sign up for the BFA Review. Students should see an art advisor every semester to ensure they take the BFA Review on time. It should be taken the semester immediately following the completion of the Foundation Courses.

Students who do not pass the BFA Review may re-take it the following semester. Students who do not pass on the second attempt will not be allowed to continue as BFA majors, but may follow the degree plan for the BA in Art. Non-participation after signing up or being advised to sign up will count as a failure of that semester's review.

Graphic Design students must pass the BFA Review, complete Principles of Graphic Design (ARTS 2323) and participate in a BFA Review at the end of the semester that they are enrolled in Typography (ARTS 3322).

For more information on the BFA review see the Department of art web page:
http://www.shsu.edu/academics/art/review/

DEFACING UNIVERSITY PROPERTY

Do not paint on concrete, asphalt, trees, sides of buildings, etc. When using any kind of paint use a drop cloth or tarp to protect the surface from overspray. Defacing university property is prohibited by university policy. Students will be held responsible for the cost of damages to the facilities.

Additional Resources
National and international resources for graphic design.

The following is a list of select relevant museums and institutions, and their websites.
- Bauhaus Archive/Museum of Design, Berlin: http://www.bauhaus.de/en/
- The British Library: www.bl.uk
- Cooper-Hewitt, National Design Museum: www.ndm.si.edu
- Design Museum: www.designmuseum.org
- Die Neue Sammlung, Munich: http://die-neue-sammlung.de/?L=1
- The Getty: www.getty.org
- Graphic Design Museum: www.graphicdesignmuseum.nl
- The Grolier Club Library: www.grolierclub.org/Library.htm
- Huntington Library Art Collections, and Botanical Gardens: www.huntington.org

- International Poster Gallery: www.internationalposter.com
- Library of Congress: www.loc.gov
- Museum of Arts and Design, New York (MAD): http://www.madmuseum.org/
- Museum of Craft and Design, San Francisco (SFMCD): http://www.sfmcd.org/
- Museum of Design, Atlanta (MODA): http://www.museumofdesign.org/
- Museum of Fine Arts, Boston (MFA): www.mfa.org
- Museum of Modern Art (MoMA): www.moma.org
- San Francisco Museum of Modern Art (SFMOMA): www.sfmoma.org
- Victoria and Albert Museum: www.vam.ac.uk
- The Wolfsonian at Florida International University: www.wolfsonian.org
- Yale University Beinecke Rare Book & Manuscript Library: www.library.yale.edu/beinecke

Societies
- Alliance Graphique Internationale (AGI): www.a-g-i.org
- American Institute of Graphic Arts (AIGA)): www.aiga.org
- Associação dos Designers Gráficos Brasil (ADGBrasil): www.adg.org.br
- Association Typographique Internationale (ATypI): www.atypi.org
- Australian Graphic Design Association (AGDA): www.agda.com.au/
- College Art Association (CAA): www.collegeart.org
- Corporate Design Foundation: www.cdf.org
- Design Council: www.designcouncil.org.uk/
- Design History Society: www.designhistorysociety.org
- Design Management Institute (DMI): www.dmi.org
- Design Studies Forum: www.designstudiesforum.org
- Graphic Designers of Canada: www.gdc.net/
- Hong Kong Designers Association: www.hongkongda.com
- Institute of Designers in Ireland (IDI): http://idi-design.ie/
- International Congress of Graphic Design Associations (ICOGRADA), www.icograda.org
- International Council of Communication Design: www.icograda.org/
- Japan Graphic Designers Association Inc. (JAGDA): www.jagda.org
- Fundación Historia del Diseño (Design History Foundation, Barcelona): www.historiadeldiseno.org
- Organization of Black Designers (OBD): http://obd.org/
- Society of Environmental Graphic Design (SEGD): www.segd.org
- Society of Typographic Aficionados (SOTA): www.typesociety.org
- Swiss Graphic Designers (SGD): www.sgd.ch