

# Art 461: History of Graphic Arts

Dr. Paula DiMarco

paula.j.dimarco@csun.edu

<http://www.csun.edu/~pjd77408/DrD/>

818-677-7956

## Art Department, Student Learning Outcomes The black SLOs are addressed in this course

- 1 Acquire a basic knowledge, theories, and concepts about art; develop a foundation of art skills and a high level of craftsmanship; communicate ideas and concepts through writing, speaking and art making; acquire a competency with the tools and technologies associated with the visual arts.
- 2 Broaden knowledge of ancient through contemporary art; develop an understanding of the theoretical, cultural, and historical contexts of art.
- 3 Analyze, interpret and question traditional methodologies and preconceived notions of art and art making.
- 4 Explore and engage in interdisciplinary forms of art making.
- 5 Develop an appreciation and tolerance of diverse perspectives dealing with art, culture, teaching and learning.
- 6 Become involved in both individual and collaborative art experiences with other students, faculty, and community.
- 7 Develop a career path for an art profession or an art-related field; develop an understanding of the demands and expectations of that area of art profession or art field.

## MISSION

The CSUN Art Department is committed to teaching students to experience and value visual thinking and creative problem solving in art, as well as recognize the concurrent importance of perception, experimentation, innovation, and critical thinking. We encourage students to understand the history and traditions of art with their relevance to social and community concerns as well as the art of different cultures. Students are also encouraged to utilize and interact with the services, facilities and technologies offered throughout the University as well as those provided by the Art Department.

NOTE: Changes in content or activities may occur at instructor's discretion based on course and learning needs, scheduling or other circumstances. SUCH CHANGES WILL NOT AFFECT COURSE POLICIES.

Lower Division  
Required

Lower Division  
Elective

Upper Division  
Elective

# California State University Northridge

Mike Curb College of Arts, Media, and Communication  
DEPARTMENT OF ART, GRAPHIC DESIGN

## ART 461 HISTORY OF GRAPHIC ART —3 UNITS

Fall 2013 - Friday 2pm - 4:45 pm, SG 109 and online

### Office hours and Location

Friday 8am -10am SG 221

All appointments must be made with the advisement office.

### COURSE DESCRIPTION

This course will cover a history of the development of print as a work of art and for communication from the 15th century to the present. Attention will be given to the rise of graphic design and its impact in the 19th and 20th centuries.

### COURSE STUDENT LEARNING OUTCOMES

Understand and apply knowledge related to graphic art, typography and graphic design history.

1. To understand important terms, issues and ideas of historical graphic art and typographic artifacts.
2. To develop written and oral skills for critical and reflective thinking of graphic art history
3. To describe and illustrate the historical and/or cultural contexts in which specific graphic and typographic art works are/were created and experienced.
4. To identify graphic art movements, and typographic styles and their influences on contemporary graphic design and visual cultural.

### H1: HYBRID COURSE 1

In this course students will attend half of the class sessions in an online environment (See Moodle information). The other half of the class sessions will meet on campus in room SC 109. (See schedule)

### STUDENT NEEDS ONLINE ACCESS:

Student will need a high-speed connection so that the use of Moodle can be facilitated and used on a weekly basis. Also students will need access to their csun email at all times as in some cases, email will be used for announcements.

### MOODLE:

- Moodle will work in any modern web browser. Your browser should have both cookies and JavaScript enabled. *Browsers: Firefox 3 (or later); Google Chrome 11 (or later); MS Internet Explorer 7 (or later); Safari 4 (or later).*
- Most of you will find the class Moodle site fairly straight forward. However, you should check out the tutorials to be sure you understand how Moodle works. The first requires your user name and login to access a series of video tutorials:

<http://www.csun.edu/at/training/moodle/lynda.com/students/>  
[http://docs.moodle.org/en/Student\\_FAQ](http://docs.moodle.org/en/Student_FAQ)

### ASSIGNMENTS

All assignment are to be submitted through Moodle only.

## SCHEDULE, WEEKLY MEETINGS

Week 1:  
Fri. Aug. 30 - Meet in classroom

Week 2:  
Fri. Sept. 6 - Meet in classroom

Week 3:  
Fri. Sept. 13 - **ONLINE**

Week 4:  
Fri. Sept. 20 - Meet in classroom

Week 5:  
Fri. Sept. 27 - **ONLINE**  
(Writing assignment: Critical Review #1 is Due)

Week 6:  
Fri. Oct. 4 - Meet in classroom

Week 7:  
Fri. Oct. 11 - **ONLINE**

Week 8:  
Fri. Oct. 18 - Meet in classroom

Week 9:  
Fri. Oct. 25 - **ONLINE**

Week 10:  
Fri. Nov. 1 - Meet in classroom

Week 11:  
Fri. Nov. 8- **ONLINE**  
(Writing assignment: Critical Review #2 is Due)

Week 12:  
Fri. Nov. 15- Meet in classroom  
(Critical Review #3 is Due in 3 weeks)

Week 13:  
Fri. Nov. 22- **ONLINE**  
(Critical Review #3 is Due in 2 weeks)

Week 14:  
Fri. Nov. 29 - **NO CLASS Thanksgiving weekend**

Week 15:  
Fri. Dec. 6- Meet in classroom (class will start at 3pm)  
(Due: Poster assignment: Critical Review #3)

**FINAL EXAM:**  
Schedule for Fri. Dec. 13

**NOTE:** the exam is online so it will be open for taking on any day from Tues. Dec. 10th till Mon. Dec. 16th.

The exam must be taken in one sitting within the timed 3 hour slot. The 3 hours are consecutive and once you log into the exam, the clock will time for only 180 minutes.

### REQUIRED TEXTBOOKS (2)

- *History of Graphic Design* (4th or 5th Editions only) by Philip B. Meggs and Alston W. Purvis
- *From Gutenberg to Open Type: An Illustrated History of Type from the Earliest Letterforms to the Latest Digital Fonts* by Robin Todd

### RECOMMENDED TEXTS (2)

- *A-Z of Type Designers* by Neil Macmillan
- *Graphic Design: A History* by Alain Weill

*You will need the required books in order to complete the assignments. So purchase them ASAP. There is required writing assignments from both books. No assignments will be accepted late so take this into consideration when ordering books from online sources.*

- **12 Synopsis** (summary with outlines) of assigned chapters from the text books per week. (See schedule for due dates)
- **2 Critical Review Papers** (900 words papers that discusses different graphic artists' work and their movements)
- **1 Critical Review Poster** ([Click here to see assignment](#))
- **Final Exam** (Will be online on TBA). -So please make this time.
- **Discussion** responses, posted on the forum section of Moodle.

### READINGS EVERY WEEK

- To help keep you stay current in your readings, a series of weekly Synopsis (short outline writing assignments) will be required almost every week. These outlines are on the reading. Review Synopsis info in Moodle for specific instructions and examples.
- Try to set a weekly pace, do not falling behind. No late Synopsis will be accepted.

## SYNOPSIS

### (12 synopsis) (264 pts)

- Synopses are due on Friday evening by midnight every week. (Cut off time for submitting is Sat. 11am.)
- The synopsis will be on the readings per week. There will be no reminder on these, it is your responsibility to see what is due each week by checking Moodle.

#### Synopsis have 2 parts to them:

Part 1: A Summary: A summary of at least 5 sentences and no more than 2 paragraphs, summarizing the chapter in your own words. Do not plagiarize and copy directly from the book. Also include in the 2 paragraphs what you have learned from that chapter and any insights into how the reading have changed the way you design or how you view design today.

---

(Make a line that separates the summary from the outline)

Part 2: An Outline: Provide an outline of the chapter. Include direct quotes with proper citation (page number) from the chapter. Outlines are at least 1.5- 2 pages per chapter. If you have a 2 chapter reading, your outline will be at least 3 - 4 pages.

### ASSIGNMENT SUBMISSION

- Students are required to submit all assignment through Moodle. No email or printed assignments will be accepted.
- All written assignments must be either in MS word or a text edit program. (File type accepted: .doc, .docx, .rtf.-- no pdfs or no .pages allowed)
- The last Critical Review assignment is a poster, this will need to be printed but a digital version of the poster will need to be submitted in Moodle in order to receive full credit.

## EXAM

### (1 final exam) (221 pts)

- An online final examination will allow you a final means to demonstrate your understanding of the assigned readings and material presented during the entire semester.
- Final Exam (Will be online )  
Schedule for Fri. Dec. 13th from 3pm - 5pm

## CRITICAL REVIEWS

### (3 reviews) (375 pts)

- A critical review paper is 900 words or more that compares 2 graphic artists and their work.
- A critical review poster is a advertisement that mimics a poster or ad from graphic Art History

#### List of Reviews:

**Critical Review 1:** Type designers— provide a review and comparison on 2 type designers and their work. (any comparison of 2 styles)

**Critical Review 2:** Compare 2 graphic artists who have similar visual styles

**Critical Review 3:** Paper or Poster

Samples:

<http://www.csun.edu/~pjd77408/DrD/studentwork/Art461/>

- The objectives of these writing assignments are to discuss in your paper the similarities of style movements and the similarities of the formal aspects of design artifacts.(Only brief biographical information is included. )
- The main content will be a discussion of comparing and contrasting the artwork created by the graphic artists.
- Review must be on 2 graphic artists, photographers, or typographers from 2 different time periods. (Can not be on a studio artist). Please consult with professor if you wish to do a comparison on illustrators or photographers.

#### Break down your Critical reviews by following these steps:

1. Decide on the theme of your paper.
2. Choose 2 designers from 2 different movements who have graphic work with similar look, style, concept or purpose. (You can choose 2 editorial designer, 2 book designers, 2 motion graphic designer, etc.)
3. Write a comparison on these 2 graphic artist and their work. (Their work should have more similarities than differences.) You can start with 2 works that have similar visual forms or 2 designers who have similar conceptual ideas. But the designers must be from 2 separate movements.
4. Provide brief information about the movements and the designers from each movement. Then discuss the works from those movements.
5. Provide visual examples/images of the works you are discussing.

**NOTE:** The exam is an online exam. You can take the exam on any day from Dec. 9th till Dec. 16th. The exam must be taken in one sitting within the timed 3 hour slot. The 3 hours are consecutive and once you log into the exam, the clock will time for only 180 minutes. . -**So please make this time available.**

## DISCUSSION PARTICIPATION

### (10 online discussions) (140 pts)

- Since learning is best accomplished in an active state, your participation is required. I
- “Participation” means becoming involved in weekly discussion board. Weekly topics and questions for debate are posted on the class moodle. You will be graded on how in depth your responses to the discussion questions are and if you have a total of 3 posting per discussion question.

Students are expected to:

- 1) make an original, thoughtful contribution to the debate
- 2) answer or rebut at least two of their classmates’ postings each week.

## EVALUATION CRITERIA

- Synopsis assignments have their own evaluation chart. See Moodle for break down.
- Critical Review assignments have their own evaluation chart. See Moodle for break down.
- Effective visual and verbal presentation skills - neatness is important to the final printed Critical review Poster.
- Deadline compliance
- In class or online participation

### Late assignment Penalties

Late assignments are discouraged. However, the instructor understands that in some instances, the student could not get the writing assignment in on time. If you are handing assignment late, please inform instructor when doing so. Points will be deducted for late assignments and are evaluated on a case by case basis. Please be aware, if you submit a late writing assignment, your grade will be late as well.

## GRADING

### GRADE BREAK DOWN:

Course Projects:	(1000 point total)
Web Discussions:	(140 points)
Synopsis	(264 points)
Critical Review	1. Paper (125 points)
	2. Paper (125 points)
	3. Poster (125 points)
Final Exam	(221 points)

### GRADE POLICY

940 – 1000 points = A
900 – 939 points = A-
870 – 899 points = B+
840 – 869 points = B
800 – 839 points = B-
770 – 799 points = C+
740 – 769 points = C
700 – 739 points = C-
670 – 699 points = D+
640 – 669 points = D
600 – 639 points = D-
Below 600 = F

### Extra Credit

- There will be extra credit opportunities throughout the semester. These extra credit opportunities are for the student to attend a gallery, lecture, or event related to graphic design. Events will be throughout the Los Angeles area and/or within the university.
- Extra credit will be given to student once proof of attendance through a photograph of student at event is uploaded and submitted through moodle. (No writing will be required.)  
Extra credit criteria is listed on Moodle.

- Extra credit opportunities **will not be given** at the end of the semester. **NO exceptions.**
- Students must take the extra credit opportunities as they become available. All extra credit are assigned by instructor.

Attending an event for extra credit is a way for the student to insure extra units to his/her final grade.

## CLASSROOM POLICIES:

### CLASSROOM COURTESY:

1. Be on time
2. Do not leave class early
3. Be respectful: to teacher and classmates always
4. Turn off cell phones: Do not answer your phone in class or walk out of the class to answer your phone. Please turn your phone off and store it in your bag.
5. Focus on lectures and discussions while in class: DO NOT work on other projects in class.
6. Laptops are encouraged so that students can follow along. Work from other classes is forbidden.
7. Help others: If someone is struggling help them. We are a community of learners.
8. Be a participant and keep up with your readings and assignments: If you are on task then the lectures and discussions will assist you in participation.

### INSTRUCTIONAL PROCESS

- Lectures and/or media presentations via in the classroom or online will be explaining theory, practice and terminology related to the History of graphic design and typography.
- Lectures will be at 2pm sharp. Do not be late!
- All lectures will be posted online for your reference. In some cases we will not have a lecture on a particular day, but instead there will be an in class discussion. In other cases you will be required to view the lecture on your own time and respond in a discussion in class or online.

**\* The university gives authorization to lower grades or fail students for poor attendance and tardiness at the instructor's discretion. (Students have known to get a very low grade because they come late or are absent frequently.)**

### ATTENDANCE AND PARTICIPATION

Attendance is mandatory. Lectures, directions, and any other class discussions will not be repeated. If you have missed a class session, you should always contact your fellow students or the instructor about what was missed before returning to class. Do not miss lectures as you will be marked down if you go over your accepted absences.

In a graphic design studio, you are paid with a grade. There are 15 sessions, 8 in class and 7 online over 15 weeks. Like a job, you have sick days. You have 2 sick days for the whole semester. These are paid days where you will not be docked pay (grade) for missing these sessions. More than 2 absences will result in a payment deduction (lowering your final grade.) For each absent your final grade will be deducted 40 points.

### LATENESS

There are no free lates. You clock in, at the beginning of a class. For every late = half of an absence. So 20 points are deducted from your grade. In other words, 2 late's equally one absent, so make sure you are on time.

During the first 15 minutes of the class, the instructor will take attendance. If you are not present at this time, you will be marked as absent. Please notify the instructor if you were late or not present during role call. If you are late for more than an hour, you will be marked absent.

For example: if your final grade is a 1000 [A] because you have handed in all assignments on time and according to criteria, but you have taken your 2 sick days but you took 3 more unexcused absences, then you will be deducted 120 points from that grade. This means you will have an 880 [B+] Or if you earned a 900 [B+] grade point with 3 absences then you would have a 780 [C+].

Save these sick days for when you are sick. If an illness or emergency requires more than 2 sick days (absences), official documentation will be required. Attendance and promptness will greatly affect your overall final grade.

Reasons for absences must be in writing (with a doctor's signed note or other official paperwork, such as jury duty). Students are responsible for contacting instructor regarding absences, expected late arrivals to class or need to leave class early; no contact with instructor is interpreted as unexcused.

### THE FOLLOWING ARE EXAMPLES OF (BUT NOT LIMITED TO) NON-VIABLE EXCUSES:

1. Not finding a parking space.
2. Employment obligations.
3. Needed to work on another class.
4. Dog ate my homework.
5. Someone is getting married.
6. Planned a vacation to Hawaii (or elsewhere).
7. Weather: it's too hot, too cold, or it rained.
8. Was printing my project.

### VIABLE EXCUSE examples:

receipt from clinic visit, note from doctor with signature and date, receipt for car service w/date and time, any other type of signed documentation regarding time, date and unavoidable reason for absence.

## ALL CELL PHONES MUST BE OFF OR SILENT DURING CLASS!

Text messaging is included in undesirable phone activities. No internet browsing, video-gaming, text-messaging, working on homework or projects for other classes. If you have an emergency and need to access your messages or place a call during class, please inform instructor in advance.

## NO FACEBOOK, TWITTER, OR ONLINE CHATTING!

If you are spotted doing any of the above, you will be asked to close your laptop or turn off your mobile device. Even if you are using the device for note taking. No exceptions. If you continually do so, you will be asked to sit closer to instructor for constant monitoring.

### CODE OF STUDENT CONDUCT:

Information may be viewed online at

<http://www.csun.edu/a&r/soc/studentconduct.html>

Essential to the mission of CSUN is a commitment to the principles of academic integrity and ethical behavior. Because the integrity of the academic enterprise of an institution of higher education requires honesty in scholarship and research, academic honesty is required at CSUN. Adherence to the Academic Honesty Policy reflects the commitment of our community to the value of learning and our core principle of social responsibility.

#### Definitions of Academic Honesty

1. **CHEATING** is the act or attempted act of deception by which a student seeks to misrepresent that he/she has mastered information on an academic exercise that he/she has not mastered.
2. **FABRICATION** is the use of invented information or the falsification of research or other findings in an academic exercise.
3. **FACILITATING ACADEMIC DISHONESTY** is intentionally or knowingly helping or attempting to help another commit an act of academic dishonesty.
4. **PLAGIARISM** is the submission of another's work as one's own, without adequate attribution. When a student submits work for credit that includes the words, ideas or data of others, the source of the information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks or indentation as appropriate.

### WRITING CENTER

Students having difficulty with writing assignments are encouraged to contact the Writing Center at:

<http://www.csun.edu/lrc/writing.html>

### FIELD TRIP POLICIES

There are no scheduled field trips for this course. However, if one does come up, you will be notified way in advance and besides being required to sign 1) an Informed Consent Form and 2) a Vehicle Authorization Form, students must also include their name on 3) a list of those attending the field trip. They may also be required to sign a Guest Confidentiality Form from the particular business to be visited.

There will be opportunities for extra credit that may take you to various parts of the Los Angeles or Orange Country areas. It is up to you whether you go to the various locations for extra credit or not.

### STUDENTS WITH LEARNING DISABILITIES

If you have a learning disability or feel that you may have a learning disability, it is suggested that you contact the Center on Disabilities ([codss@csun.edu](mailto:codss@csun.edu); 818-677-2684). You may be encouraged to register in order to be eligible for accommodations.