

SPRING 2019

**Art 461****HISTORY OF GRAPHIC ART**

DR. PAULA DIMARCO

**Office hours:**

Wed: 2-3pm AC408

Fri: 5-6pm in AC408

Best by appointment: call  
Advisement CenterPlease note: Other times can  
be arranged for meeting more  
conducive to student's schedules.Dr. Paula DiMarco  
paula.j.dimarco@csun.edu**SUGGESTED READINGS:***A-Z of Type Designers*  
by Neil Macmillan*Graphic Design: A History*  
by Alain Weill*From Gutenberg to Open Type: An  
Illustrated History of Type from the  
Earliest Letterforms to the Latest  
Digital Fonts*  
by Robin Todd**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.

**STUDENT NEEDS ONLINE ACCESS**

Student will need a high-speed connection so that the use of Canvas (An on-line software supplied by the university) and Basecamp (An online project management site facilitated by the professor.) These sites will be 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.

**REQUIRED READING:**

Graphic Design history: A critical Guide (1st or second edition)  
by Johanna Drucker & Emily McVarish

**Note:** The book cost over \$100 new. I would recommend renting the book through the publisher's website. [Click on this link](#)

You will need the required books in order to complete the assignments. So purchase or rent 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.

# ASSIGNMENTS

All assignment are to be submitted through Canvas.

- **12 SYNOPSIS** (summary with outlines) of assigned chapters from the text books per week. (See schedule for due dates)
- **2 CRITICAL REVIEW PAPERS** (criteria is listed on canvas)
- **1 CRITICAL REVIEW POSTER** (or if you would like to write a paper that is acceptable. It would need to be on a subject matter related to graphic design and approved by instructor)
- **FINAL EXAM** (Will be on-line TBA)
- **DISCUSSIONS** posted on Canvas.

## SYNOPSIS:

### (12 synopsis) (264 pts)

- Synopsis 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 Canvas.

See to below for the break down. Also you will have examples shown on on-line by instructor

[Click here to get more information about the assignment](#)

### Synopsis have 2 parts:

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 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 or assigned reading.

## ASSIGNMENT SUBMISSION

- Students are required to submit all assignment through Canvas. 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 Canvas in order to
- receive full credit.

## CRITICAL REVIEWS:

### (2 reviews) (375 pts)

- 900 words or more that compares 2 graphic artists and their work.
- The Poster is a advertisement that mimics a poster or ad from graphic Art History

## LIST OF REVIEWS:

- **CRITICAL REVIEW 1: YOU CHOOSE**
  - Type designers— provide a review and comparison on 2 type designers and their work. (any comparison of 2 styles)
  - 2 graphic artists— provide a review and comparison on 2 graphic artists and their work, who have similar visual styles but from differnt time periods.
  - [Click here ot get more information on Critical Reviews](#)
- **CRITICAL REVIEW 2:** Paper or Poster  
[Click here to get more information about the assignment.](#)

## 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.

# 2

# ASSIGNMENTS

## 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.

## 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 Canvas for specific instructions and examples.
- Try to set a weekly pace, do not falling behind. No late Synopsis will be accepted.

## 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 ) Scheduled on a friday May 18th. However, you have the option to take the exam from May 11 to May 18th. But once logged in, you have 3 hours to complete.

**NOTE:** The exam is an online exam. You can take the exam on any day during exam week. 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.

## EXAMPLE OF A PAST EXAM USING MOODLE

**Question 9**  
Not yet answered  
Marked out of 4.00  
Flag question  
Edit question

Match the name of the designer with the name of the typeface associated with him.

Times New Roman	Choose...
Leichte Kabel	Choose...
Universal Alphabet	Choose...
Futura	Choose...

**Question 10**  
Not yet answered  
Marked out of 2.00  
Flag question  
Edit question

William Caslon modified Nicolas Jenson's type designs for his own types.

Select one:

a. True

b. False

**Question 11**  
Not yet answered  
Marked out of 2.00  
Flag question  
Edit question

The acronym PROUNS, coined by El Lissitzky, stands for Promotion of our New Society in German

Select one:

a. True

b. False

**Question 12**  
Not yet answered  
Marked out of 2.00  
Flag question  
Edit question

Lucian Bernhard inspired the reductive design approach that emerged in Germany early in the twentieth century known as \_\_\_\_\_.

Select one:

a. pictorial modernism

b. Sachplakat


c. art deco

d. Plakatstil

**Question 13**  
Not yet answered  
Marked out of 2.00  
Flag question  
Edit question

What is the name of the film for this title sequence and who is the designer?

Not yet answered  
Marked out of 2.00  
Flag question  
Edit question



Select one:

a. Montagne + Vallate + Strade x Joffre (Mountains + Valleys + Streets x Joffre)

b. Party of the Bearded Heart

c. poem from Calligrammes

d. Depero futurista

**Question 18**  
Not yet answered  
Marked out of 2.00  
Flag question  
Edit question

What is the title of this graphic artwork?



Select one:

a. Poster for Tropon Food Concentrate

b. poster for The Chap Book


c. poster for Gismonda

d. La Goulue au Moulin Rouge

e. illustration for Oscar Wildes Salome

**Question 19**  
Not yet answered  
Marked out of 2.00  
Flag question  
Edit question

Who is the designer of this piece?



Select one:

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# POLICIES

## ATTENDANCE

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 on-line 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 an in-class session. 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.

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.*

## EVALUATION CRITERIA

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

## 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 equal 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 are late for more than an hour, you will be marked absent.

## EXCUSES

### 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 EXCUSES:

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.

## 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.

# EVALUATION CRITERIA

## 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 Canvas.
- 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.

## GRADING

### GRADE BREAK DOWN:

Course:	(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

**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 encourage 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.

**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.

**WRITING CENTER**

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

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

**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 case 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.

**DEFINITIONS OF ACADEMIC HONESTY**

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.

**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.