ART 1015
History of Graphic Design

Course Description:
This course discusses historic and contemporary design history with a focus on formal and aesthetic issues.

Goals:
The goal of this course is to provide students with the history, concepts and ideas of Art and Graphic Design

Outcomes:
- Students should demonstrate an understanding of the broad stylistic trends that occur during the period of study as well as social, economic and political forces for each period.
- Students should be able to critically compare and contrast works in terms of subject matter and/or content, and in terms of style and/or formal qualities.
- Students will also engage in research in a specific area of this course of study.
- Students will also demonstrate an ability to relate art works to specific periods and artists.

Methodology:
Class will be conducted primarily in a lecture-discussion format accompanied by slides and other projected material. Lectures are usually given on Tuesdays and workbook assignments or discussions and research will take place in the VA Mac Lab on Thursdays. The student is responsible for textbook reading, research and writing.

Evaluation Criteria:
Final grades are based on the TOTAL number of points you have earned for the semester. Daily attendance is worth 10 pts. If you are late or if you leave early - you get docked in points (-5pts). Non-attendance for any reason is an absence. Daily copies of lecture notes are worth. 25pts. Each workbook project is worth 10pts each. The final research paper or course project is worth project is worth 100 pts. I would love to have your full participation in weekly discussion sessions, discussions are a part of Attitude and Effort score is worth 100 pts.

Materials:
Required: available from the Casper College book store a workbook for class discussions and projects: you will need a new or unmarked copy.

A History of Graphic Design for Rainy Days by Gestalten

Supplies:
Yellow highlighter
Mechanical pencil and eraser
A good set of 12 color pencils or water based markers
Scissors
Glue stick
Please keep in mind, the majority of information for this course is received in class, therefore after 3 absences your final grade will drop by one letter grade and after 5 absences you will have missed a significant amount of information and will fail this course. Attendance is mandatory for the college scheduled final exam. (Do not make flight reservations during finals week -- you will fail the course.)

A is 93%, a B is 86%, a C is 78%, a D is 70%

Research paper and Presentation due Nov 24, 2015 project which will be orally presented to the class on the last class day of the semester.

- The final research paper is biography and critical analysis of one more iconic of the Graphic Design artists we will study before mid term. Find at least 6 images of their better-known designs such as posters, logos, fonts etc. Then discuss what made them one of the more influential Graphic Designers of their time. How you think they have influenced Graphic Designer(s) you have chosen from the 1950’s to present. The content of the paper must go beyond the information given in any class lecture. Find, analyze and compare the historical influences of the first designer to the later designer(s): the concept, the style(s), technique and color scheme. Why or for what purpose do you think the modern designer chose the historical references you sited? Were the resulting images successful in this context? Why or why not?
- The written section must be typed double spaced using 12-point Times Roman font and 1" margins using the APA format. Minimum 6 full pages plus a title page and a references page. Be sure to list the URL of all cited Web references. Any images cannot be more than 3” along any side. Be sure to put your name and the names of the Designers on the title page.
- 20 Points will be deducted from late papers. They are due the class day before the Thanksgiving break. Papers that are not stapled together or attached together in a folder will not be accepted
- Plagiarized essays (or copying someone else’s work, this includes any cut and paste from the internet) will not be graded and may result in suspension from Casper College. I do use “Turned-in” software to check for plagiarized material. Whether images are downloaded from the Internet or copied from books the source must be sited. Please consult the student handbook on this issue.
- Papers will be evaluated holistically, not only for content and analysis, but also for grammatical form, spelling, sentence structure and organization. In addition, correctness of citations and bibliography is expected. I have a template of the APA format for MSOffice -11 downloaded from the Internet that you may use.
- The second project is a power point presentation of your paper in an outline form that you will orally present to the class. It must contain the same and/or more images used in the paper. Remember you are giving more detailed information about the Designers that was given in my class lectures and you should be presenting your own analysis or critique of their work. Original papers will be graded and returned first class after the Thanksgiving break.

Classroom Rules:

For safety measures, this classroom will remain locked while class is in session

- No perfume, aftershave, cologne or scented hair products are allowed. I am allergic.
- No food or gum allowed. All drinks must be in a spill-proof container.
- All electronic or digital devices must be turned off and stored along with purses, backpacks, or briefcases in the storage compartments by the door. Only materials to be used in class are allowed on or under your desk. Do not wear ear buds during class you will not be able to hear any new instructions during work time Under no circumstance will texting during class be allowed. If caught text messaging during class, your phone will be confiscated. It will be solely my decision if/when I return it to you.
- Laptop computers may be used for in-class assignments only.
- Work time is not to be used to study for tests or to do homework for another course.
- Finishing an assignment in class does not automatically grant permission to leave early, as this may lead to sacrificing quality for speed.
- No talking during work periods. You are denying quality work time for rest of the students. They paid for it. Break times are at 10 minutes before the hour and last for 10 minutes only. You must leave the classroom during a break. Use it or lose it.
- If you come to class ill with a cold or flu you will be required to wear a surgical mask and gloves to prevent infecting your fellow students.
Class Policies:

Last date to change to Audit Status or to withdraw with a W Grade: **Friday, November 12, 2015.** Do not just stop coming to class, you will receive an F, and have to take the class again or your GPA will plummet and you may end up on academic probation. Not good. You must physically turn in a withdraw notice to the admissions office. I do not accept additional projects for extra credit. I encourage you to concentrate on the assigned project - quantity does not equate or guarantee quality. If you are auditing this course you are still subject to the same attendance requirements as those taking the course for credit and also must complete all assignments or withdraw from the class. **Casper College may collect and keep samples or copies of student work demonstrating achievement of the College's Outcomes**

Student Rights and Responsibilities:

Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command:

If you have any problems with this class structure, with a fellow student or me you should first contact me in order to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take your problem through the appropriate chain of command starting with the department head, then the division chair, and lastly the vice president for academic affairs. Do not skip over any person on this list it is inappropriate and shows disrespect for the order of command

Academic Dishonesty - Cheating & Plagiarism:

Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

Official Means of Communication:

Casper College faculty and staff will employ your assigned Casper College email account as a primary method of communication. You are responsible to check your account regularly. This is also, where you will find course evaluation links during course evaluation periods. If **100% of the class files the evaluation, then each student will have 50 pts added to their final score for the semester. These evaluations are taken seriously. It is one of the main sources the College uses to obtain feedback from you about course content and if appropriate information needed you was given for completion of your degree. If you say nothing then nothing will ever change.**

ADA Accommodations Policy:

If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college’s Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility, and helping students request and use appropriate accommodations.