

SYLLABUS • ART NEW MEDIA 305

“a history of graphic design”

The evolution of graphic design is an ongoing story of experimentation, attempts, failure, success and invention. In this course, we will talk about social, political, economic and technological changes that have affected how we read and write, what we buy and why. We will discuss individuals of high valor as well as charlatans who were out for a quick buck. But overall, you will have the opportunity to learn about persons and events that have shaped the field of *visual communications* into what we see today.

enrollment: Only enrolled students are permitted in the classroom: no guests, audits, children or pets of any size/kind. Each student is responsible for his/her enrollment status. The professor is not responsible for drops.

required textbook:

Meggs' History of Graphic Design
by Philip B. Meggs, Alston W. Purvis
ISBN 978-0471699026

optional textbooks:

Graphic Design: A Concise History
by Richard Hollis
ISBN 978-0500203477

ABC of 20th Century Graphics
by Sergio Polano and Pierpaolo Vetta
ISBN 978-1904313243

grading:

midterm exam (1/3 of total grade)	100
final exam (1/3 of total grade)	100
homework assignments	30
related event assignment	40
unannounced periodic quizzes	30

total points 300

A	=	270 – 300 points
B	=	240 – 269 points
C	=	210 – 239 points
D	=	180 – 209 points
F	=	179 points and below

please note: it is impossible to pass this course with a decent grade without taking both the midterm and the final.

written homework assignments:

Because graphic design is all about communication, it is very important that you write well to be successful on these assignments. Spelling, grammar and proper language usage is very important and will affect your grade.

For all written assignments, you will be graded on your ability to be concise. Any written assignment turned in that is longer than one page will be graded down.

attendance: Readings from the textbook will support the in-class lectures. Specific in-class topics – which you will be tested on – will cover materials not exclusive to the textbook, therefore, attendance is of primary importance.

I am allowing you 3 free absences for any reason you choose. Each absence thereafter will lower your grade by 5 points.

But there is a catch: you are still responsible for all materials covered during any class in which you are absent.

I strongly encourage you to team up with others in the class so you can share notes if any of you are absent. Lecture materials will not be available outside of class.

participation: You are encouraged and advised to participate in classroom discussion. Though not strictly "gradable," your interest and participation will be noticed over the course of the semester and will definitely affect your grade in borderline cases.

late homework and missed

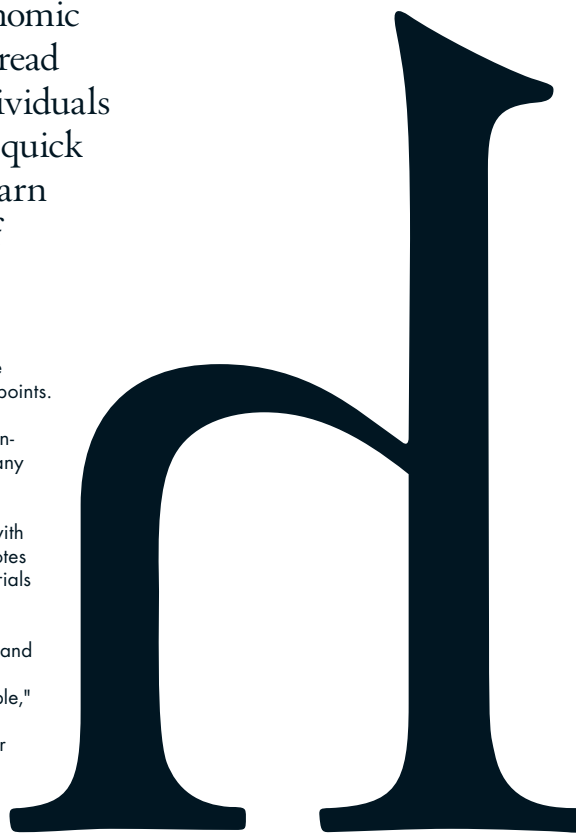
quizzes: Late homework will not be accepted and missed quizzes cannot be made up. If you know that you will not be able to attend a session when an assignment is due, please leave your homework in my mailbox prior to the scheduled class meeting. If you miss a quiz, you miss a quiz ...

make-up exams: These will be offered only in the event of extreme and unforeseeable circumstances, such as a death in the family, serious illness, etc. You must notify me of such circumstance in advance of a scheduled exam in order for a make-up to be considered.

incomplete grade: Only extreme and unforeseeable circumstances, such as a death in the family, serious illness, etc. warrant a grade of "incomplete." You must notify me of such circumstance within ten days of the incident in order to be considered for a grade of "incomplete."

disruptions: Late arrivals and early departures disrupt the entire class. If you know in advance that you will be late or need to leave early, please let me know. Otherwise, if you habitually arrive to class late or leave early your grade will be lowered.

Cell phones, PDAs, watch alarms and other electronic devices must be muted during the class. If at any time your cell phone rings during class, you will be asked to leave and will be considered absent for that day.



learning outcomes + objectives: Upon completion of this course, the student will be able to: [1] analyze the essential components of graphic design + their functions. [2] differentiate between two-dimensional graphics, electronic graphics + the graphic object. [3] identify contributions of graphic design from many cultures and nations. [4] compare the influence + historical importance of such contributions.



american river college
fine + applied arts division
art new media department
artnm305 "a history of graphic design"
class location: raef hall 161
meeting times: mon. + wed., 5:30pm – 6:50pm

- professor: steve mehallo
email: class@mehallo.com [best way to reach me]
mailbox: 558 [back resource room]
office hours: mon. + wed.,
5:15pm – 5:30pm [before class meets] and
6:50pm – 7:05pm [after class meets]
in or around raef hall 161; or by appointment

note: If you have a language barrier or a disability, please inform me so any necessary arrangements can be made.