2014

277-01 History of Graphic Design

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ARTS 277-01 HISTORY OF GRAPHIC DESIGN

Wednesdays: 4:00 - 6:30 pm

Prof. Suzanne Chouteau  Cohen Center 166; work phone 745-3811 or 1917 (chouteau@xavier.edu)
Office Hours: Tues. 9:30 - 11:00 am and by appointment (call Terri Yontz @ 513.745.3811)


INSTRUCTIONAL OBJECTIVES:
This course provides students with an overall view of the graphic arts from pre-history to the present, and encourages students to pursue those areas of this extensive and exciting creative story that most intrigue them. An important aspect towards students' understanding of the role that art/artist-designers have played throughout history is in their critical inquiry and dialogue while in the classroom.

LEARNING OUTCOMES:
- Students will gain further insight into their visual past as it is relative to their visual present, and the ways in which this study can be applied to their own creative work.
- Students will demonstrate competency in original written critical interpretation of historical works utilizing the deconstructivist model for interpreting art through facture and representation to discern/ascertain meaning. Biographical research gives further theoretical and historical substance to student’s knowledge of artist and art. (Visual analyses and research papers/projects.)
- Students will demonstrate competency in oral communication of their ability to analyze, interpret and research an artist through class presentations.
- Students will demonstrate knowledge of course material, i.e.: artists, artworks, stylistic periods and concepts through successful completion of a quiz and exams.

STUDENT ACTIVITIES:
Primarily this is a lecture course that involves the viewing of artworks in slide reproductions. Discussion is generated through the process of viewing the images themselves, and in light of the artists--their ideas, styles, subjects, etc. and the historical context from which they arose. Field visits to the Cincinnati Art Museum (CAM) are a key supplement to the lecture format. Films may also be used to give students a more in-depth view of certain artists or movements in art. Students take three examinations during the course—one quiz, a mid-term and a final. Students will be responsible for knowing the monuments illustrated in Megg’s History of GRAPHIC DESIGN and where otherwise specified. Writing requirements: Students will be asked to write two 2-3 page visual analyses on works of art viewed while on the CAM visits which will be turned in the following week for credit. Students are required to carry out two short research projects on artists from the time period we’re studying (both will be drawn from a selected pool in the first half and second half of the semester). Each student presents her/his subjects in a short 10-12 min. (PowerPoint) presentation that gives general historical background and bibliographical information on their subject (these must include plates/color reproductions of the artists/art works discussed, relevant accompanying textual information, and summary bibliography) as well as a creative work she/he produced that was inspired by the research subject*

EVALUATION OF STUDENTS:

<table>
<thead>
<tr>
<th>Evaluation Type</th>
<th>Points</th>
<th>Grades</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz</td>
<td>25</td>
<td>A: 400-375</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C+: 315-307</td>
</tr>
<tr>
<td>Mid-Term</td>
<td>75</td>
<td>A-: 374-360</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C: 306-293</td>
</tr>
<tr>
<td>Final</td>
<td>100</td>
<td>B+: 359-347</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C-: 292-280</td>
</tr>
<tr>
<td>2 Research Projects</td>
<td>100</td>
<td>B: 346-336</td>
</tr>
<tr>
<td></td>
<td></td>
<td>D+: 279-267</td>
</tr>
<tr>
<td>2 Visual Analyses</td>
<td>100</td>
<td>B-: 335-316</td>
</tr>
<tr>
<td></td>
<td></td>
<td>D: 266-240</td>
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<td></td>
<td></td>
<td>F: Below 240</td>
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</tbody>
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*Required for Graphic Design majors (can be a logo, symbol, font embellishment, invitation, etc., and hand-rendered or digitally-produced.
CLASS SCHEDULE (subject to modification):

JAN. 15 (W): Introduction; class overview; Chapter 01: Invention of Writing; Chapter 02: Alphabets; Read: 6-34

JAN 22 (W): Chapter 03: The Asian Contribution; Chapter 04: Illuminated Manuscripts; Read: 34-68
(Select first RESEARCH subject to be presented on Wed. Feb. 26)

JAN. 29: VISIT: Meet at CAM: Visual Analysis. #1: DUE Feb. 5!
Chapter 05: Printing Comes to Europe; Chapter 06: The German Illustrated Book; Read 68-98

FEB. 5 (W): Visual Analysis #1 DUE!
Chapter 07: Renaissance Graphic Design; Chapter 08: An Epoch of Typographic Genius; Read 98-144

FEB. 12 (W): QUIZ; Chapter 09: Graphic Design and the Industrial Revolution; Chapter 10: The Arts and Crafts Movement; Read 144-196

FEB. 19 (W): Chapter 11: Art Nouveau; Chapter 12: The Genesis of 20th Century Design; Read 196-256; Mid-term guide/review

FEB. 26 (W): MID-TERM EXAM; begin student presentations of first Research subject

MAR. 3-7: HAPPY SPRING BREAK!

MAR. 12 (W): Continue student presentations of first Research subject;
Chapter 13: The Influence of Modern Art; Chapter 14: Pictorial Modernism; Read 256-298

MAR. 19 (W): Chapter 15: A New Language of Form; Chapter 16: The Bauhaus and the New Typography; Read 298-350
(Select second RESEARCH subject to be presented on Wed. April 16)

MAR. 26 (W): Chapter 17: The Modern Movement in America; Chapter 18: The International Typographic Style; Read 350-390

APR. 2 (W): Chapter 19: The New York School; Chapter 20: Corporate Identity and Visual Systems; Read 390-436

APR. 9 (W): Chapter 21: The Conceptual Image; Chapter 22: Postmodern Design; Read 436-482

APR. 16 (W): Student presentations of second Research subject; Chapter 22 (cont.)

(APR. 21 (M): EASTER MONDAY—NO CLASSES!)

APR. 23 (W): VISIT: Meet at CAM (Visual Analysis #2): DUE APR. 30!
Chapter 23: National Visions within a Global Dialogue; Read 482-530

APR. 30 (W): Visual Analysis #2 DUE!
Chapter 23: The Digital Revolution—and Beyond; Read 530-574; General re-cap and Final exam guide/review

FINAL EXAM: Wednesday, May 7: 4:00-6:30 p.m. (Mark your calendar!)

*NOTE: The right to add to or delete from this syllabus is reserved by Professor Chouteau.
DEPARTMENT OF ART GRADING POLICY

Grade F will be given for:
   a) failure to meet course requirements

Grade D will be given for:
   a) overall poor quality of work, unsatisfactory effort, motivation and improvement during semester
   b) incomplete or late projects
   c) absence from critiques, inadequate participation
   d) lack of ability to receive advice, criticism and to exercise critical judgment in relation to works in progress
   e) repeated absences from class (see policy)

Grade C will be given for:
   a) overall average (satisfactory) quality of work, satisfactory motivation, effort and improvement demonstrated during the semester
   b) completion of all projects
   c) participation in discussions, critiques and classroom exercises
   d) ability to receive advice and criticism, and to exercise critical judgment in relation to works in progress
   e) attendance (see policy)
   f) minimum 5 hours per week spent on home and studio assignments

Grade B will be given for:
   a) consistently high quality of work, motivation, effort, and improvement during the entire semester, and demonstrated attempts to go beyond the required standards of the course.
   b-f) same as for grade C

Grade A will be given for:
   a) consistently exceptional quality of work, motivation, effort and improvement during the entire semester, with results going far beyond the required standards and framework of the course.
   b-f) same as for grade C

NOTE: Quality of Work in grade definitions means studio project(s), conceived and started as a concept/idea, materialized with appropriate craftsmanship and with interesting visual, formal, and/or conceptual end results (finished project).