

George Mason University  
Department of Art and Visual Technology  
Spring 2017

## **Syllabus and Policies**

# History of Graphic Design (AVT 318)

### **Instructor: Sharmila Karamchandani**

Office Hours: By Appointment Tuesday/Thursday

Email: [skaramch@gmu.edu](mailto:skaramch@gmu.edu)

Class meeting days and time: T/R 1:30 pm–2:45 pm

Location: Robinson Hall A 105

## **Syllabus**

**Prerequisites:** None—just a desire to learn about graphic design [or earn 3 upper division credits].

**Course Description:** A survey of design history. Looks at print and web design as both a reaction to and shaper of the broader culture (including other fine and applied arts) through the study of major movements and designers.

**Content:** Through lecture, class discussion and assigned readings, as well as writing assignments, students will explore the historical development and expression of graphic design.

### **Textbook & Materials:**

Meggs' History of Graphic Design, 6th ED by Phillip B. Meggs & Alson W. Purvis (required)

Looking Closer 5 edited by Michael Bierut, et al. (required)

Graphic Design Timeline by Steven Heller & Elinor Pettit (recommended)

Graphic Design History by Steven Heller & Georgette Ballance (recommended)

American Modernism: Graphic Design 1920–1960 by R. Roger Remington (recommended)

Project-dependent materials that will vary per concept

## Attendance

Tuesday		Thursday	
1/24	<b>Discuss Syllabus, Class Rules</b>	1/26	Meggs' Chapters 1&2 <b>Visual Voices Lecture: Walter Kravitz</b> <b>Harris Theatre 7:30pm</b>
1/31	Meggs' Chapter 3	2/2	Meggs' Chapter 4
2/7	Meggs' Chapter 5 Last Day to Add Classes January 4 (including AVT 300)	2/9	Meggs' Chapter 6 <b>Visual Voices Lecture: J. J. McCracken</b> <b>Harris Theatre 7:30pm</b>
2/14	Meggs' Chapter 7	2/16	Meggs' Chapter 8 Artbus this Saturday, February 18
2/21	Meggs' Chapter 9	2/23	Meggs' Chapter 10 + Bierut, pp. 1-5 Last Day to Drop Classes February 20
2/28	Meggs' Chapter 11 <b>Research Paper Topics Due</b>	3/2	Meggs' Chapter 12
3/7	Meggs' Chapter 13	3/9	Meggs' Chapter 14 <b>Visual Voices Lecture: John Jacob</b> <b>Harris Theatre 7:30pm</b>
<b>3/14 &amp; 3/16 Spring Break</b>			
3/21	Meggs' Chapter 15 + Bierut, pp. TBA	3/23	Meggs' Chapter 16 <b>Research Paper Outline + References Due</b> <b>Visual Voices Lecture: E. Carmen Ramos</b> <b>Harris Theatre 7:30pm</b> Artbus this Saturday, March 25
3/28	Meggs' Chapter 17	3/30	Meggs' Chapter 18 <b>Visual Voices Lecture: Helen Frederick</b> <b>Harris Theatre 7:30pm</b> Last Day of Elective Withdrawl March 27
4/4	Meggs' Chapter 19 + Bierut, pp. TBA	4/6	Meggs' Chapter 20
4/11	Meggs' Chapter 21 <b>Research Paper Due</b>	4/13	Meggs' Chapter 22 Artbus this Saturday, April 15
4/18	Meggs' Chapter 23 + Bierut, pp. TBA	4/20	Meggs' Chapter 24
4/25	<b>Student Presentations</b>	4/27	<b>Student Presentations</b>

## 5/2 Student Presentations

## 5/4 Student Presentations

5/9	<b>Student Presentations</b> Last Day of Classes	5/11	AVT 318 Final Exam 1:30–4:15 p.m.
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Due to the dynamics of the course your attendance, participation and punctuality are critical to your successful completion of the class. You must be on time and prepared—with no exceptions. Not being properly prepared with required assignments is considered an absence from the class. Final projects are due at the beginning of class. Projects turned after the start of class are automatically reduced 1/2 letter grade. Late projects (after the due date) will not be accepted.

If compelled to miss a class, you must contact me via email with an acceptable explanation\* within 12 hours to be excused. If absent, you are responsible for materials covered in class—please "buddy-up" with a classmate for this information. Two unexcused absences will gravely effect successful completion of the course. Excessive tardiness will also affect your final grade (3 unexcused late arrivals equals an unexcused absence).

### **Evaluation**

Students will be expected to demonstrate college level research, writing and presentation skills in the execution of all projects.

Final semester grade is determined by grades for the written research paper (30%), class presentation (20%), assignments (20%), quizzes (10%) and class discussion participation (10%). There will be a written final exam worth 10% of your grade.

### **Additional Requirements**

A non-returnable digital portfolio of all final projects must be turned-in on CD at the final exam. Creative presentation of digital portfolio CD or another format to be determined (i.e., case, labeling, layout & design) will be considered as a part of the grade.

### **Classroom Etiquette**

Personal communication devices must be turned to "silent mode" and put away. Eating during class time is distracting in many ways—please finish any snacks or meals prior to our class.

### **Schedule**

## Assignment

### Research Paper + Presentation

A major part of each student's final grade is based on the research paper along with its interpretation into a 5–7 minute class presentation.

- Each student proposes, in writing, two different subjects (a person, style, movement or period of time relating to graphic design) for review and approval by the instructor.
- A brief outline, along with resources, is required a few weeks prior to the written research paper.
- The paper itself must be 5–7 pages in length, using appropriate high-resolution (300 dpi) visual examples throughout, word processed/typeset in Microsoft Word, double-spaced, using 11 or 12pt. Times New Roman, on white 8 1/2 x 11 paper.
- Include a bibliography of at least four sources other than the Megg's textbook.
- The grade for the paper is based on the writing, not as an example of publication design.

The presentation of the paper subject can take many directions. It can be done simply as a traditional Keynote or PowerPoint slide presentation or, using more advanced software, shown using multimedia or web-based. Additionally, a one-page highlight sheet with hi-res visual examples will be created/ designed by each student and distributed to each class member electronically (via .pdf) prior to the student's presentation. This highlight sheet will serve as a study guide for preparation for the final exam.

# University and AVT Department Policies

In accordance with George Mason University policy, **turn off all beepers, cellular telephones and other wireless communication devices at the start of class.** The instructor of the class will keep his/her cell phone active to assure receipt of any Mason Alerts in a timely fashion; or in the event that the instructor does not have a cell phone, he/she will designate one student to keep a cell phone active to receive such alerts.

### Commitment to Diversity

This class will be conducted as an *intentionally* inclusive community that celebrates diversity and welcomes the participation in the life of the university of faculty, staff and students who reflect the diversity of our plural society. All may feel free to speak and to be heard without fear that the content of the opinions they express will bias the evaluation of their academic performance or hinder their opportunities for participation in class activities. In turn, all are

expected to be respectful of each other without regard to race, class, linguistic background, religion, political beliefs, gender identity, sex, sexual orientation, ethnicity, age, veteran's status, or physical ability.

### **Statement on Ethics in Teaching and Practicing Art and Design**

As professionals responsible for the education of undergraduate and graduate art and design students, the faculty of the School of Art adheres to the ethical standards and practices incorporated in the professional Code of Ethics of our national accreditation organization, The National Association of Schools of Art and Design (NASAD).

### **ArtsBus**

The dates for Spring 2017 ArtsBus trips are February 18, March 25, and April 15.

- For AVT degree requirement - students must enroll in AVT 300. This also applies to anyone who intends to travel to New York independently, or do the DC Alternate Assignment.
- If you plan/need to go on multiple ArtsBus trips during a semester and need them towards your total requirement, you must enroll in multiple sections of AVT 300. Please go to the ArtsBus website: <http://artsbus.gmu.edu> "Student Information" for additional, very important information regarding ArtsBus policy.
- Non-AVT majors taking art classes do not need Artsbus credit **BUT** may need to go on the Artsbus for a class assignment. You can either sign up for AVT 300 or buy a ticket for the bus trip at the Center of the Arts. Alternate trips must be approved by the instructor of the course that is requiring an ArtsBus trip.

### **Visual Voices Lecture Series Spring 2017**

Visual Voices is a year-long series of lectures by artists, art historians and others about contemporary art and art practice. Visual Voices lectures are held on Thursday evenings from 7:20–9:00 p.m. in Harris Theater. <http://soa.gmu.edu/visualvoices/>

- Jan 26 *Walter Kravitz* “Art is what Isn’t—Studio Pursuits”
- Feb 9 *J. J. McCracken* “The Dirt Eater and the Scold: Reflections on a Research-led Art practice”
- Mar 9 *John Jacob* “Photography at the Smithsonian American Art Museum”
- Mar 23 *Carmen Ramos* “Rufino Tamayo: The New York Years”
- Mar 30 *Helen Frederick* “Absorbing Traditions: The Labor of Art”

## **Important Deadlines**

Last Day to Add: **Tuesday January 30**

Last Day to Drop (No Tuition Penalty): **Tuesday January 30**

Selective Withdrawal Period: **Monday Feb 27 – Friday March 31**

Incomplete work from Spring 2016 due to instructor: **Friday March 31**

Once the add and drop deadlines have passed, instructors do not have the authority to approve requests from students to add or drop/withdraw late. Requests for *late adds* (up until the last day of classes) must be made by the student in the SOA office (or the office of the department offering the course), and generally are only approved in the case of a documented university error (such as a problem with financial aid being processed), LATE ADD fee will apply. Requests for non-selective *withdrawals* and *retroactive adds* (adds after the last day of classes) must be approved by the academic dean of the college in which the student's major is located. For AVT majors, that is the CVPA Office of Academic Affairs, Performing Arts Building A407.

## **Students with Disabilities and Learning Differences**

If you have a diagnosed disability or learning difference and you need academic accommodations, please inform me at the beginning of the semester and contact the Disabilities Resource Center (SUB I room 234, 703-993-2474). You must provide me with a faculty contact sheet from that office outlining the accommodations needed for your disability or learning difference. All academic accommodations must be arranged in advance through the DRC.

## **Official Communications via GMU E-Mail**

Mason uses electronic mail to provide official information to students. Examples include communications from course instructors, notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

## **Attendance Policies**

Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but also to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an

exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

### **Honor Code**

Students in this class are bound by the Honor Code, as stated in the George Mason University Catalog. The honor code requires that the work you do as an individual be the product of your own individual synthesis or integration of ideas. (This does not prohibit collaborative work when it is approved by your instructor.) As a faculty member, I have an obligation to refer the names of students who may have violated the Honor Code to the Student Honor Council, which treats such cases very seriously.

No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else's words or ideas without giving them credit is plagiarism, a very serious Honor Code offense. It is very important to understand how to prevent committing plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, *A Writer's Reference*.) The exception to this rule is information termed general knowledge—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, “When in doubt, cite.”

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

For complete information about the University's policies on academic honesty, please see: <http://oai.gmu.edu/honor-code/>

### **Writing Center**

Students who are in need of intensive help with grammar, structure or mechanics in their writing should make use of the services of Writing Center, located in Robinson A116 (703-993-1200). The services of the Writing Center are available by appointment, online and, occasionally, on a walk-in basis.

The Collaborative Learning Hub Located in Johnson Center 311 (703-993-3141), the lab offers in-person one-on-one support for the Adobe Creative Suite, Microsoft Office, Blackboard, and a variety of other software. Dual monitor PCs make the lab ideal for collaborating on group projects, Macs are also available; as well as a digital recording space, collaborative tables, and a SMART Board. Free workshops are also available (Adobe and Microsoft) through Training and Certification; visit [ittraining.gmu.edu](http://ittraining.gmu.edu) to see the schedule of workshops and to sign up.