History of Graphic Design
Art 3600
Tuesday 7:00–10:00 PM
Jan. 10–May 2, 2017
ARCH 228

Texts

Lecture, Quiz & Reading Schedule

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Lectures
A slide lecture will be presented in each class period, which should be considered a summary of the most important material for quiz and textbook studies.

Quizzes
Frequent quizzes are given at the beginning of the class period covering previous lectures and reading assignments from the Meggs text (Looking Closer essays are not quizzed). Quizzes are primarily objective style; matching, fill-in-the-blank, true/false or short paragraph essay. Makeup quizzes are not available, however one quiz may be missed without penalty. If all quizzes are taken, the lowest score will be dropped. Use “Terms & Names You Should Know” as a study guide for quizzes.

Essay
A written essay and class presentation on readings from the Looking Closer text is due two weeks before the final exam with an abstract due four weeks prior. See reverse side for specific instructions regarding essay. Both the essay and the class presentation must be printed up, attached and turned in together on due date.

Final Exam
The final will consist of a visual matching identification of 125 of the most important images studied through the course. The images are all selected from the textbook. The test format allows for unlimited review of the images during identification. A list of all of the images on the final will be provided well in advance of the exam.

Grading
Grades will be determined on a modified curve with quizzes accounting for 40%, the essay for 25%, the final for 25% and attendance 10%
Objective

The objective of this assignment is to deeply analyze the essay(s) of your choice from Looking Closer 3 and to illustrate your understanding of the theories and concepts presented by writing your own essay and expressing your own opinions, thought and analysis. You will further share your understanding with the class in the form of short lecture and presentation on your chosen essay(s).

Task/Process

The process is as follows:

1. Choose an essay (and related essays) from Looking Closer 3 for your analysis. You should choose a subject that not only is appealing, but for which you feel some passion; for the subject matter, the author or the style. Other essays from the text which have opposing or supporting points of view should be considered and included. The syllabus shows each essay's subject or author relationship to the correlated lecture/reading from the Meggs text, which should also be consulted for further understanding and context.

2. Identify your selected Looking Closer 3 essay(s) and prepare a one or two paragraph abstract summary of the intended subject and submit for approval on appointed day.

3. After approval, elaborate by identifying and explaining the specific concepts, theories and ideas from your chosen essay(s).

4. Analyze the essay(s) as it relates to the concepts. An analysis goes beyond simply stating what the content of the text is. It should identify subtle and overlooked ways in which the essay creates, perpetuates or challenges beliefs, values and attitudes and then elaborate on their significance.

Writing Guidelines

Do not write with the assumption that the reader will “know what you mean,” “get it,” without elaboration, or “fill in the blanks”. Your task is to illustrate that you “know” and “get” the concepts and their implications.

The completed paper must be a minimum of 1,500 words long. Use correct punctuation, spelling, organization, grammar and syntax. Use citations and references in standard forms for any sentences or ideas that are not originally yours. Number your pages. Include a title, date and your name.

Since the essay is relatively brief, it should be clearly organized and sharply focused. Your essay should include the following in an identifiable form:

Introduction: 1) introduce topic 2) thesis statement 3) preview of main points/ideas

Body: 1) identify and explain chosen text 2) identify and define concepts 3) include theoretical/conceptual support 4) identify significance and implications

Conclusion: summary of 1) thesis 2) relevance of concept/issues 3) implications

Read and edit your final draft for clarity, brevity and organization in addition to grammar and spelling.

Though you will not be graded on design, the essay should use sensitive and appropriate typography and layout and suitably recognize the page, margins and columns. The default style of Microsoft Word documents does not meet those criteria. However, fancy binding and visuals are not necessary.

Class Presentation

Present the main concepts of your essay to the class in the form of a visual/verbal presentation using PowerPoint, Keynote or with a PDF. Bring your presentation on a USB drive. Present for 10 minutes with another 2 minutes for Q&A. Presenting to the class is not required and all may not have time to do so, however to get the full presentation points, you must both present to the class and hand in a printed copy of your presentation. The same design guidelines apply to the visual presentation as to the essay.

Essay Grading

The essay counts for 25% of your final letter grade, with 5% (5 points) for the abstract, 5% (5 points) for the presentation and 15% (15 points) for the finished essay. Please feel free to discuss any aspect of your essay with me in advance of the due date. Late papers will receive a penalty of 5 points. No papers will be accepted after May 3.
Syllabus Information

They make me put all this information in here, but you probably ought to read it.

University Dates

Last day to drop (delete) classes: F Jan 20
Last day to withdraw from classes: F Mar 3
Classes end: T Apr 25
Spring break: Mar 12-19

Grade Descriptions

Plus or minus is added to the grade when submitted work falls slightly below or above the letter grade criteria listed.

- **A** = 100–95%
- **A-** = 94–91%
- **B+** = 90–87%
- **B** = 86–83%
- **B-** = 82–79%
- **C+** = 78–75%
- **C** = 74–71%
- **C-** = 70–69%
- **D+** = 68–66%
- **D** = 65–62%

**A** Excellent work that meets the highest standards of the class; superior comprehension and integration of course materials; outstanding commitment to class objectives. “A” work exhibits creativity and insight.

**B** Quality and quantity of work is above average and exhibits clear focus; demonstrates improvement over the duration of the course; solid comprehension of course material and commitment to course objectives. “B” work meets all course requirements.

**C** Satisfactory work that meets the minimum requirements, but may exhibit a lack of initiative, commitment, or significant improvement; Comprehension of basic concepts material is satisfactory, with further integration or exploitation encouraged.

**C-** Is considered the minimum grade for passing this class.

**D** Work that in one or more ways fails to meet the course requirements; initiative and commitment are seriously lacking. Comprehension of course material and competencies is below average and needs considerable improvement. “D” is NOT a passing grade for this class.

**E** Quality and quantity of work is unacceptable. Course requirements and competencies have not been met.

**I** Incomplete “The mark I (incomplete) shall be given and reported for work incomplete because of circumstances beyond the student’s control (such as illness or enforced absence). The grade of I should be used only for a student who is passing the course and who needs to complete 20% or less of the course.” – University of Utah PPM, III. Policy 6-100-3-G2. Students receiving an “I” should be able to complete the coursework for the class without needing to attend any additional classes.
The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in the class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Union Building, 581-5020 (V/TDD). CDS will work with you and the instructor to make arrangements for accommodations.

All written information in the course can be made available in alternative format with prior notification to the Center for Disability Services.

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**Syllabus Information**

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### Attendance

Regular attendance is a requirement of this course. Consistent and prompt attendance develops responsible, professional behavior and insures that students have access to the full range of experiences and information necessary to complete class assignments and acquire the skills and knowledge emphasized in a university education.

### Absences

- Activities such as doctor appointments, advisor conferences, trips to supply stores and labs, and employment, should not be scheduled in conflict with class time.
- Up to 2 absences allowed for unforeseen events associated with illnesses or emergencies.
- Each subsequent absence will result in an automatic 1/3 grade reduction. For example: if your final grade in the course is a B, a third absence will lower your grade to a B-. A fourth absence will lower it to a C+, and so on.
- Six absences will automatically reduce your course grade to a C- (or lower, depending on earned grade) and you will be required to retake the course before moving forward in the Graphic Design program.
- Students involved in excused university-related activities must provide written documentation from the appropriate advisor.
- Regardless of the reasons for any absences, students are expected to complete all coursework on time and meet all deadlines.
- Prolonged illness must be verified by a physician and may require the student to withdraw from class if the student cannot complete work in a comprehensive and timely manner (see “Incomplete” under Grade Descriptions.)

### Lates

- Punctuality is expected and attendance is required until the end of each class period.
- Students who arrive past the class start time, or leave before the end time (unless dismissed early by the instructor) will be marked “late”.
- 2 “lates” will be counted as 1 absence when calculating a student’s course grade.
- Arriving 15 minutes or more past the start time, or leaving 15 minutes or more prior to the end time will be counted as an absence.

### Minimum Grade Requirement for Continuation in the Design Program and Graduation

Keep in mind that all Art and Art History courses must be passed with a C- or better to graduate. In the design program, if a student receives a grade lower than a C- they will need to repeat the course prior to graduation. Receiving less than a C- in any design course will require the student to wait until the next time the course is offered to continue on with the rest of their design courses. If not successful in achieving a C- or higher in this second attempt, the student will be dismissed from the program.