

PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS

**HISTORY OF GRAPHIC DESIGN & ILLUSTRATION  
CGT 1510**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Lab Hours: 0.0**

**Revised: Spring 2011**

**Catalog Course Description:**

Major movements and pivotal artists / designers / illustrators / art directors, 1850 to the present, and their effect on current graphic design trends.

**Entry Level Standards:**

The student is expected to be able to read on a college level, write using correct spelling and grammar, and conduct basic research.

**Prerequisites/Corequisites:** None

**Textbook(s) and Other Course Materials:**

*A History of Graphic Design* by Phillip Meggs, Latest Edition

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Topic</b>
1	Orientation: Orientation to course structure, policies, requirements, graphic design, and stylistic movements. Assigned readings. Origins of the Alphabet
2	Typographic History; A Graphic Renaissance
3	Victorian Style / Industrial Revolution; Arts & Crafts / Late Victorian Style
4	Art Nouveau
5	The Modernist Era
6	The Influence of Modern Art: Cubism, Dada, Expressionism, Futurism, Surrealism
7	Pictorial Modernism
8	Constructivism; de Stijl
9	Bauhaus; Modernism in America
10	International Typographic Style (Swiss School); New York School
11	Contemporary American Design; Conceptualism, Psychedelic
12	Corporate Identity Planning; Design Systems

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|----|---|
| 13 | Global Design Influences; Postmodern Design |
| 14 | The Digital Revolution; Final Exam Review   |
| 15 | Final Exam                                  |

## **II. Course Goals\*:**

The course will:

- A. Provide opportunities for students to develop the ability to effectively discuss the significant designers of the 20th Century. I, II, III, IV
- B. Expand the student's ability to identify the stylistic characteristics of the major design movements of the 19th and 20th Centuries. I, II, III, IV
- C. Enhance the student's understanding of the evolution of the Graphic Design profession. I, II, III, IV
- D. Encourage the student to be inspired through recognition of the "heroes" of Graphic Design and the aesthetic qualities and functional communications their work incorporates. I, II, III, IV

*\*Roman numerals after course objectives reference goals of the Media Technologies —Communication Graphics program.*

## **III. Expected Student Learning Outcomes\*:**

The student will be able to:

- 1. Critically analyze and evaluate the elements and principles of good design. A,B,C,
- 2. Understand the evolution of technology, materials, and processes as integral to the development of the graphic design discipline. A,B,C,D
- 3. Articulate objective criteria for successful visual communications. A,D
- 4. Recognize the teamwork essential to design production. C,D
- 5. Understand the importance of lateral / creative thinking in problem-solving as it relates to graphic design. A,B,C,D
- 6. Evaluate design and recognize its stylistic tendencies: form, content, and context. A,B,C,D
- 7. Conduct scientific research utilizing various learning resources to include the Internet, college and university (UTK) libraries. A,B,C,D
- 8. Appreciate the global influence of various cultures in the evolution of visual communications. A,B,C,D
- 9. Discuss the distinguishing characteristics of the 19th and 20th Century design movements. A,B,C,D
- 10. Become familiar with the works of many of the significant designers of the 20th Century. A,B,C,D
- 11. Understand the cultural relevance and social significance of Graphic Design throughout history. A,B,C,D

\* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

#### **IV. Evaluation:**

##### **A. Testing Procedures: 65% of grade**

There will be four non-cumulative quizzes (10% each) during the semester. Each quiz will consist of some or all of the following elements:

- Questions taken from lectures and text
- Identification of slides / movements / designers

There will be a comprehensive final exam consisting of similar questions (30%).

##### **B. Laboratory Expectations: 15% of grade**

Active Participation in Group Discussions

##### **C. Field Work: 20% of grade**

Student Research Paper

##### **D. Grading Scale:**

The final grade will be calculated from the factors as mentioned above and will be evaluated on a standard scale.

**A 92–100   B+ 89–91   B 82–88   C+ 79–81   C 72–78   D 65–71   F Below 65**

#### **V. Policies:**

##### **A. Attendance Policy:**

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

##### **B. Academic Dishonesty:**

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

##### **C. Accommodations for disabilities:**

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at <http://www.pstcc.edu/sswd/>.

D. Other Policies—CGT Program:

1. **Roll** - Roll will be taken at the beginning of the class period. Three tardies will count as one absence. In the event that you are late, be sure to have the instructor mark you present. Leaving class early without prior approval from the instructor is not acceptable.
2. **Make-up Work** - In the event of an absence, students must use their own initiative to secure lecture notes, assignments, and other information that might have been covered during the class period.
3. **Cell Phones** - Please make sure all cell phone ringers are turned off during class periods. Taking or making calls during scheduled class time is not appropriate unless the instructor has prior knowledge of a critical or sensitive situation that may warrant an immediate response.
4. **Internet** - Checking e-mail or surfing the web during class is not an appropriate use of scheduled instructional time unless it relates to a specific assignment for this class.
5. **Music/MP3 players** - Listening to music or any recorded material not specifically related to subject matter being taught in this class is not appropriate during scheduled class time.
6. **Lab Usage** - Please remember that the Pellissippi State's policy states NO FOOD OR DRINK in classrooms. That policy is especially important in computer labs. Our Mac labs are the best in the region—keep them clean!