

Course Syllabus

Mission Statement of the College:

The Savannah College of Art and Design exists to prepare talented students for careers in the visual and performing arts, design, the building arts, and the history of art and architecture. The college emphasizes learning through individual attention in a positively oriented environment.

Quarter/Year:

Summer, 2005

Course Number, Title, and Section:

History of Graphic Design, GRDS 229-01, 04

Course Description:

This course surveys the pivotal events and achievements that led to the current state of graphic communication. The unceasing quest to give form to ideas is traced from the pictographs painted on cave walls to the latest imaginative designs. Through lectures, videotapes, discussions, research and studio projects, students are introduced to the creative thinkers, important innovations and breakthrough technologies that have shaped the evolution of visual communication.

Prerequisite (s):

ARTH 110, Survey of Western Art II

Professor's Name:

Peter Berryman

Department:

Graphic Design

School:

Communications

Phone Number:

(912) 525-5143. This number is answered only during office hours.

E-mail:

pberryma@scad.edu.

Note: The quickest responses to your questions may be best served via e-mail as it is checked multiple times per day. You must use your SCAD e-mail account. E-mail from other accounts will not be opened or answered.

Office Hours:

Monday and Wednesday, 11:30 to 2:00; Room 303, Poetter Hall by appointment.

Scheduling an appointment is advantageous since the appropriate amount of time can be allotted to each student's specific needs. Otherwise, time may be limited to as little as 15 minutes per student.

Course Goals:

The following course goals articulate the general objectives and purpose of this course:

- understand how various technologies forwarded the evolution of graphic design
- learn about the design and art movements that preceded and influenced modern design

- learn about key individuals that contributed to the evolution of graphic design.

Course Outcomes:

On successful completion of the course, the student will be able to:

- identify key design movements and describe the influence they have had on modern design practice
- identify key figures in graphic design and explain their significance in the evolution of graphic design theory and practice
- compare and contrast different movements in design
- describe the technological advancements that helped shape graphic design as a profession.

Required Text(s):

A History of Graphic Design, by Philip B. Meggs. 3rd edition, 1998. ISBN: 0471291986

Recommended Text(s):

- *Graphic Design Timeline, A Century of Design Milestones*, Steven Heller and Elinor Pettit, ISBN: 1-58115-064-4
- *A Century of Graphic Design*, Jeremy Aynsley, ISBN: 0-7641-5324-2
- *No More Rules, Graphic Design and Postmodernism*, Rick Poynor, ISBN: 0-300-10034-5

Required Materials:

Textbook, and notebook.

Learning Support Resources:

Learning Assistance Center: Trained tutors at the center provide students with assistance on a walk-in basis. One-on-one peer tutoring is available upon request. This service is free to all enrolled SCAD students. Requests are handled through the office of student employment in Corbin Hall, first floor, 600 E. Broughton Street. For more information, contact the office of student employment at 525-4652.

Jen Library: A focal point for information, study and research, the Jen Library is located at 201 E. Broughton Street. Also, SCAD subscribes to Material Connexion, an online materials database featuring over 1,400 materials originating from a large spectrum of industries. Students can access the Jen Library resources and Material Connexion through an electronic resources link on MySCAD. For more information, contact the Jen Library at 525-4700 or visit <http://www.scad.edu/jenlibrary/>.

Writing Center: For assistance with course-related writing assignments, contact the Writing Center located in the Jen Library at 525-4707 or e-mail write@scad.edu.

SCAD Helpdesk: The Help Desk is the first point of contact for any assistance or request concerning college technology. The hours of assistance while classes are in session are: 6am - 6pm, M-F at the American Building, and 6pm - 10pm M-F, and 1pm - 10pm Sat/Sun at Dyson Hall. Contact the help desk by phone at 525-4567 or by email at helpdesk@scad.edu. SCAD computer users are encouraged to visit the help desk web site at <http://helpdesk.scad.edu>.

Other: None

SCAD Attendance Policy:

There are no excused absences.

The accumulation of more than four absences will result in the student's failure for the class.

Additional Policies:

- Students are expected to be in their seats at the start of the class period. If you are not seated when attendance is taken you will be marked late. Students arriving more than 15 minutes late to class will be marked absent. Frequent disruptions to the class will not be tolerated.
- If you arrive after attendance has been taken, it is your responsibility to make sure the professor updates the attendance log properly. It is your responsibility to keep track of marked absences.

- If you need to leave the class early, please let the professor know before the start of class. You may or may not receive permission depending upon your level of preparation
- Turn your cell phones off before you enter class. If your cell phone rings, you will be asked to leave the classroom for the duration of the period and will be marked absent.
- If you need to use the restroom or feed a parking meter, please excuse yourself quietly. If you do not return, you will be marked absent.
- If you miss a lecture, please see another student for the class notes.

Grading Opportunities:

Breakdown of assignment weights/values:

- Self-Study Quizzes: 10%
- Midterm exam: 30%
- Final exam: 30%
- Project: 20%
- Participation/Preparation/Discussion: 10%
- Total value of assignment weights, 100%

Late submissions: Late projects will only be accepted at the discretion of the instructor for up to one week after the assigned deadline and with a penalty of ten points. Unsubmitted projects will receive a grade of F. Assignments or projects due at the final class period may not be turned in late. Self-study quizzes must be taken by the scheduled date, and exams must be taken on the scheduled date.

Grading Standards:

Letter grade: A = excellent, 95

Letter grade: B = good, 85

Letter grade: C = average, 75

Letter grade: D = passing, 65 (undergraduate only)

Letter grade: F = failing, 59 - 0

Note: Grades are earned, not given. An A is a superior grade reflective of commitment, self-motivation, and exemplary execution of assignment goals and objectives.

Incomplete:

A grade of incomplete may be granted to students who have suffered serious personal illness or critical, emergency circumstances during the academic term, resulting in failure to complete all assignments by the end of the quarter. Please refer to the college catalog for additional information.

Schedule of Classes:

Assignments | Project Due Dates | Exam Dates - See attached document.

Field Trip (s): TBA

Extra Help Session (s):

Scheduled extra help is generally offered at least twice per quarter on a Friday. Additional assistance is available during office hours. Please schedule an appointment.

Conference (s):

A midterm conference will be scheduled with each student. Appointments may be scheduled during office hours as well.

Right to Use Artwork:

The college reserves the right to use student work and photographs or videotapes of students and their work for display, documentation, instruction and in publications or other materials about the college. Only SCAD faculty or authorized staff may remove work from displays.

Academic and Safety Policies

Academic Integrity: Under all circumstances, students are expected to be honest in their dealings with faculty, administrative staff, and fellow students. In speaking with members of the college community, students must give an accurate representation of the facts at hand. In class assignments, students must submit work that fairly and accurately reflects their level of accomplishment. Any work that is not a product of the student's own effort is considered dishonest. Students may not submit the same work for more than one class. A student may be suspended or expelled for academic dishonesty. Please refer to the Student Handbook for additional information regarding the policy on academic integrity.

Americans with Disabilities Act: In compliance with the Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Rehabilitation Act of 1973, SCAD offers integrated educational services to assist students with disabilities to obtain a college education. For more information on services for students with disabilities, please contact the coordinator of disability services at 525-4665 or visit the office in the Jen Library.

Classroom Building Safety - Evacuation Information: It is important that each student familiarize himself or herself with the most appropriate route to emergency exits in the classroom building. Emergency exits are indicated on charts posted in classrooms, hallways, or in the stairwells. Should a drill or emergency occur that would require evacuation, the class is to meet in a predetermined location away from the building. Professors will take attendance in an effort to account for all students.

Classroom Building Safety - College Identification Badges: All students must present a valid SCAD photo ID card to enter all college buildings. Additionally, all faculty and staff are to wear visible identification badges whenever on college property. These procedures are intended to help ensure the safety of all students and college personnel at SCAD.

Classroom Building Safety - Material Safety Data Sheets: The College is committed to providing a safe environment for students and staff. This commitment is reflected in the development of Material Safety Data Sheets (MSDS) on file in each building. Chemicals and solvents utilized in the building must have an MSDS on file. Please consult the MSDS log before using any chemicals or solvents. The departmental administrative assistant can advise students of the location of the building log. Students and staff who wish to use chemicals and solvents not currently in the MSDS log, must provide appropriate MSDS information to the departmental administrative assistant and receive approval for use.

Last update: 9/18/05