

Bergen Community College
Division of Humanities
Department of Visual Art

ART-106 History of Graphic Design

Date of Most Recent Syllabus Revision: _____
Course Typically Offered: Fall _____ Spring _____ Summer _____ Every Semester **X** Other _____
Syllabus last reviewed by: BCC General Education Committee _____ Date: _____
(Most courses need review Ad Hoc Committee on Learning Assessment _____ Date: _____
by only one of the following) Curriculum Committee: _____ Date: _____

A syllabus for this course must include as much of the following information as is applicable.
Basic Information About Course and Instructor

Semester and Year:
Course and Section Number: [e.g., ANT-101-001]
Meeting Times and Locations:

Instructor:
Office Location:
Phone:
Departmental Secretary: [optional]
Office Hours:
Email Address:

Course Description

ART-106 The History of Graphic Design covers the history of communication from its origins through the industrial revolution, the invention of the printing press, major European and Asian movements, contemporary graphic design, and advertising. Computer and Internet-driven influences are addressed. This course acquaints students who are considering the graphic design field as to the depth, influence, and impact of graphic design on culture and vice versa.
3 credits
Contact hours: 3 hours/week
Prerequisites: none
Co-requisites: none
Required course for Graphic Design AAS

Student learning objectives:

As a result of meeting the requirements of this course students will be able to:

- • demonstrate a historical knowledge of Graphic Design
- • define major movements in Graphic Design
- • explain the relationship between Graphic Design and culture
- • analyze basic elements of Graphic Design
- • compare and contrast Graphic Design projects

Means of Assessment

- • examinations
- • student presentations in class
- • short essays
- • class participation and discussions

Course Content

Each week there will be a lecture on pivotal movements in the history of graphic design. Key examples will be discussed regarding their impact on culture, reasons for their development and relevance to the evolution of graphic design. Topics will include Arts and Crafts Movement, Art Nouveau, The Bauhaus, The International Typographic Style and others.

Special Features of the Course (if any)

The History of Graphic Design will be taught mainly through lectures prepared with projected images in presentation software. Students will use the textbook, *Meggs' History of Graphic Design*, research at museums, outside lectures, the library and/or internet resources in order to create presentations.

Course Texts and/or Other Study Materials

Meggs' History of Graphic Design, 5th Edition
Phillip B. Meggs, Alston W. Purvis
ISBN: 978-0-470-16873-8
Hardcover
624 pages
November 2011
US \$85.00

Research, Writing, and/or Examination Requirement(s)

Students will be expected to research major graphic design movements and prominent designers in order to create presentations and lead class discussions. Presentations should be a minimum of 10 minutes long. Short written essays will be incorporated into tests. Discussions will be based on contemporary topics in graphic design.

Grading Policy

A student's final grade for the course is based primarily on his or her performance on the required work for the course and on his or her overall mastery of the material covered in the course. A student's class participation will also be evaluated, and the grade thereon will be used as a factor in determining the student's final grade for the course; but a class participation grade will count for no more than twenty percent (20%) of the final grade.

Grades follow these criteria:

A = Student whose work and work ethics display exceptional effort and care

B/B+ = Student displays good work ethic, completes assignments with thought and care

C/C+ = Average work and average effort

D = Student presents below average work and displays little effort in completing assignments

F = Student does not complete assignments and/or attend class

For final grading purposes:

- • Presentation: 20%
- • Class participation: 20%
- • Mid-semester exam: 30%
- • Final exam: 30%

Late work and make up exams will be allowed at the discretion of the instructor.

Attendance Policy

BCC Attendance Policy:

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

Attendance will be taken during each class period. Success is dependent upon the student's participation in the discussions and interaction with other students. Skill and knowledge is acquired as much by doing and participating as it is by reading and responding. This cannot occur if a student is not in class. Therefore, three unexcused absences will result in the lowering of a full letter grade at the end of the semester. Late arrivals and early departures will be noted and count as a half of an absence. Frequent absence and/or tardiness will result in the failure of the course.

Other College, Divisional, and/or Departmental Policy Statements [optional but recommended]
 none

Student and Faculty Support Services [optional but recommended]

Student and Faculty Support Services

The Distance Learning Office – for any problems you may have accessing your online courses	Room C-334	201-612-5581 psimms@bergen.edu	
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Smarthinking Tutorial Service	On Line at:	www.bergen.edu/library/learning/tutorial/smart/index.asp	
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The Tutoring Center	Room L-125	201-447-7908	
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The Writing Center	Room L-125	201-447-7908	
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The Online			
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Writing Lab (OWL)	On Line at:	www.bergen.edu/owl	
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The Office of Specialized Services (for Students with Disabilities)	Room S-131	201-612-5270 www.bergen.edu/oss	
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The Sidney Silverman Library – Reference Desk	Room L-226	201-447-7436	
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The Bergen Community College Food Pantry is available to meet the urgent needs of members of our campus community. The Food Pantry provides non-perishable food items, toiletries, and additional support services in an environment that emphasizes discretion and confidentiality. Anyone needing assistance is encouraged to visit HS-100 (Office of Health Services) Monday through Thursday from 9am-4pm and on Fridays from 9am-3pm. Donations will also be accepted at HS-100. Please call 201-447-9257 for more information.

Include a Course Outline and Calendar

Week	Date(s)	Topic/Activity	Assignments/Events
1		Prologue to Graphic Design: The invention of writing, alphabets, Asian contributions, Illuminated manuscripts	Read Part 1: Prologue to Graphic Design
2		A Graphic Renaissance: Printing Comes to Europe	Read Part 2: A Graphic Renaissance
3			Test on Parts 1 and 2
4		The Bridge to the 20th Century: Graphic Design and the Industrial Revolution	Read Part 3: The Bridge to the 20th Century
5		The Arts and Crafts Movement	
6		Art Nouveau	
7		The Genesis of 20th Century Design	Mid Semester Presentations Due
8		The Modernist Era: The Influence of Modern Art	Read Part 4: The Modernist Era
9		Pictorial Modernism	
10		The Bauhaus and The New Typography	
11		The Modern Movement in America	
12		The Age of Information: The International Typographic Style	Read Part 5: The Age of Information
13		The New York School	
14		Corporate Identity	
15		Postmodern Design and the Digital Revolution	Final Test on Parts 3,4, and 5

Note to Students: This Course Outline and Calendar is tentative and subject to change, depending upon the progress of the class.