

History and Practice

ART 331 Fall 2011

Instructor: Kirsli Spinks

Mondays 1:15-3:45

Wednesdays 1:15-3:45

Office Hours:

I am available after class by appointment, Tuesday during the day or on Wednesdays 11:30am until 12:30pm. You may also contact me via email which I check frequently throughout the day.

Contact information: Kirsli@ gmail.com

You may leave me a message at the Art Office at 610-861-1680. Note that messages left after 4:30 will not be received until the following day.

Course Description:

Students refine visual and problem-solving skills in design through research and writing, using text- and image-based design programs. Slide-lectures and readings on graphic-design history and theory focus on grounding design in cultural and historical context. Projects may include identity design, résumé writing, newsletter design.

Students will also learn the importance of being ambitious, work driven and disciplined when working on self initiated work or freelance projects. This is an advanced level course that will prepare you for work in the professional environment. Missed deadlines, lateness and absences will be dealt with as they would in the real world.

Text:

Graphic Design History: A Critical Guide by Drucker & McVarish, ISBN 0132410753

Goals of the Course: (Intended Student Outcomes)

- Describe and evaluate your ideas using the vocabulary applicable to art and design criticism, in both writing and in speech.
- Recognize and analyze how technological developments, as well as cultural and historical events, affect the content and form of design and typography.
- Use research to explore concepts and design solutions.
- Make informed choices about typefaces, images, and decorative elements to create appropriate, clear, memorable, and meaningful design. Produce and present professional-quality design.

Course Requirements and Calendar:

October 3 - Illuminated Manuscript presentation by Jan. Work on hand drawn manuscript in class.
Read Chapter 3 in *Graphic Design History: A Critical Guide*

October 5 - Chapter 3 discussion. Please bring 5 questions you think should be on the quiz.
Hand drawn illuminated manuscript due. Work won digital version.

October 10 - No Class Fall Break!

October 12 - Digital version of illuminated manuscript due.

Chapter 3 quiz

For Next Week: Read Chapter 4

October 17 - Work on project in class
Chapter 4 Discussion

October 19 - **Moveable type project due.**

For Next Week: Read Chapter 5

October 24 - Modern Typography breakdown project

Chapter 5 discussion

October 26 - **Modern Typography project due**

Quiz on Chapter 4 and 5

For next week: Read pages in Chapter 7 and 8

October 31 - Advertisement from 1850s-1910s

Discussion on reading

November 2 - Advertisement project due

For next week: Read pages in Chapter 9 and 10

November 7 - Bauhaus vs. Dada project

Discussion on Reading

November 9 - Bauhaus vs. Dada project due

Quiz on reading

November 14 Public Interest poster

Read Chapter 11

November 16 - Public Interest Poster due

Reading Discussion

November 21 - Recreation of Symbols

Read Chapter 12

November 23 - No Class Thanksgiving Break

November 28 - Symbols Project Due

Quiz on readings

November 30 - Work on Vocabulary Poster

Choice Research Project given

December 1 - Vocabulary poster Due

December 5 - Work on choice research project

December 7 - Choice Research project due

Each Project is worth 7% of your grade

Each Quiz is worth 5% of your grade

Students should expect to work 5-8 hours outside of the class to adequately prepare for this class.

Attendance:

After the second unexcused absence, final grade will be dropped by one full letter. After the fourth unexcused absence, student will receive a failing final grade.

- An excused absence is one confirmed by a note from the Dean's Office, Student Services, the Learning Center, or verified with a doctor's note (within 24 hours of illness). Death in family should be confirmed with Student Services.
- Documentation is required for sports. Coach should email a note to instructor confirming matches, meets, departure time for away games, or anything that would require absence from class. Practice is not an excused absence.
- Job interviews or doctor's/dentist's appointments are not to be scheduled during class.

Missing Portions of Class:

The following count as unexcused absences

- More than 15 minutes late for class
- Failure to bring supplies to class
- Failure to return from break
- Leaving class half an hour or more early
- Being tardy more than 3 times. Tardiness: being 5 to 15 minutes late for class

Students: If you are late or absent, it is your responsibility (not the professor's) to find out what you missed and to catch up in a timely manner.

Class Etiquette:

Projects are due at the beginning of class unless otherwise noted. Please come prepared and ready for the critique.

Ichat, AIM, ICQ, MSN, Facebook, e-mail, online games or anything not related to class assignments will not be tolerated. If found on one of these sites or using one of these programs you will be asked to leave and you will be considered absent from class. You may listen to music on headphones, however this must be kept at a minimum volume (I should not be able to hear your music) while the whole group is doing work.

Mobile phones will not be tolerated. They must be switched off at the beginning of class and not turned back on until leaving. No playing with phones while I am speaking, demonstrating or presenting material. This is considered rude and disrespectful.

You may not leave class early unless I have given you permission.

When class is in session we will behave as if we were in a professional environment. Think about how you would behave if you were at your job. Once again, this is an advance level class in preparation for the next step, please behave like a professional.

Grading:

Projects	70%	A - Exceptional
Participation	10%	B - Clearly Above Average
Quizzes	20%	C - Satisfactory: Meets basic requirements
		D - Below Average
		F - Failure

- Grading for a course in studio art must be in harmony with its goals. Competency and understanding of the methods and materials of this course is easily measured objectively. Creativity (concept) and craftsmanship (form) is more a matter of subjective determination. Effort, time and progress, along with participation, will also be a factor in determining grades.

Projects receive a grade that is based on technical accomplishment and concept.

- Grades for an unexcused absence from a scheduled critique will be penalized 10%. No extensions will be given for an assignment without a legitimate reason.
- Missing critiques, test, or presentations are not permitted.
- Late projects will receive a penalty of 1/3 of a grade for each week it is past due.
- Incompletes will not be given except under the most extreme circumstances.

A grade of A is a special accomplishment and is the result of consistently going beyond the basic requirements laid out for the course. Grades are earned.

Here is a summary of the requirements for a grade of A for this course:

- Consistent, On Time Attendance.
- All Work Submitted On Time.
- Class Participation as Described in Syllabus.
- Innovative & Meaningful Solutions for all Assignments
- Technical Expertise.
- Productive Use of Class Time.
- Regular Use of Open Lab Time.
- Clean, Well-Crafted Presentation.

Disability Statement:

Students who wish to request accommodations in this class for a disability should contact Mr. Joe Kempfer, Assistant Director of Learning Services for Disability Support, 1307 Main Street (extension 1510). Accommodations cannot be provided until authorization is received from the office of Learning Services.

Academic Honesty Policy:

Please reference the College policy in Student Handbook.

Syllabus and calendar are subject to change