

# History & Practice of Graphic Design

**Instructor:** Kirsli Spinks  
**contact:** kirsli@moravian.edu  
**office hours:** Monday-Wednesday 11:30-12, 4-6, Thursday 2-4

**art department office number:** 610.861.1680  
Note any messages received after 4:30pm will not be received until the following morning.

**room:** Priscilla Payne Hurd (South) Campus  
South Hall Room 104

THREE HUNDRED THIRTY ONE  
FALL 2014

MONDAY AND WEDNESDAY  
1:15PM-3:45PM

## **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, resume writing, newsletter design. Prerequisite: Art 231

## **required textbooks:**

*Graphic Design History: A Critical Guide* by Johanna Drucker and Emily McVarish

## **required supplies:**

portable hard drive (minimum 250 gig)  
Drawing Pad (12"x18", 24 sheet pad, can be split with another person or from another class)  
one process book (unlined paper or graph paper—no perforations, maximum size 8.5"x11")  
folder/notebook for handouts  
several (4-5) sheets of black matboard (32"x40" 4-ply)  
pens/pencils and eraser and extra fine sharpies for process books  
ruler (at least 17") metal and cork backed  
White 3/4" artist tape  
Tracing Paper Roll (24" x 20 yard, can be found at Dick Blick)  
X-Acto No.1 or Gripster Knife {holds no. 11 blades)  
spray mount or other mounting supplies  
Specialty Papers

## **course goals:**

- 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:**

### **Time Required Outside Class: (estimate)**

- 2.5 hours per class x 2 classes per week x 14 weeks = 70 hours in class
- 9 hours per week preparing projects, sketching, research and reading for class, x 15 weeks = 135 hours
- 10 hours preparing for presentations
- 3 hours preparing for each quiz x 3 quizzes = 9 hours
- Field trip to NY, or alternate trip = 12 hours
- Visiting artist presentation 2 hours

**Saving and disposing of artwork:**

- You should be saving your work for your final portfolio as well as your sophomore review, if you have not already completed it.
- All work must be removed from the design lab by the end of the semester, or it will be disposed of.
- Leaving matboard in the labs without your name on it makes it free game for anyone who needs matboard.  
BE RESPONSIBLE

**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

**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.**

**disability statement:**

Students who wish to request accommodations in this class for a disability must contact Ms. Elaine Mara, assistant director of academic support services for academic and disability support, at the lower level of Monocacy Hall, or by calling 610-861-1401. Accommodations cannot be provided until authorization is received from the Academic Support Center.

**academic honesty policy:**

Plagiarism of design in any form will not be tolerated and will result in a zero or F. Concepts and layouts must be your own thoughts and ideas. Be aware that I am well versed in historical and current design trends. **PLAGIARISM IN ANY FORM WILL NOT BE TOLERATED.** Please view the academic honesty policy in the Student Handbook for more information.

**class etiquette:**

Come to class prepared and ready to work. Projects must be finished by the beginning of class unless otherwise noted. 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. You should be able to hear me when talking to the class, I should not have to ask your neighbor to tap you on the shoulder.

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.

**NO FACEBOOK, TEXTING, EMAILING OR ANY OTHER TYPE OF MESSAGING DURING CLASS.**

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 advanced level class in preparation for the next step; please behave like a professional.

projects and dates (subject to change)

Week	Date	Monday	Date	Wednesday
1	8/25	Syllabus, mac review, process book, <b>Project 1 - Future Predictions</b> <b>Due: 9/8</b>	8/27	Lecture  Class exercises <b>Read:</b> <b>Chapter 15 &amp; 16</b> <b>by 9/3</b>
2	9/1	Work on Project	9/3	Lecture
3	9/8	<b>Project 1 Due</b> <b>Critique</b>  <b>Project 2 - iBook Author Pop &amp; Protest</b> <b>Due: 9/22</b>	9/10	Lecture Class exercises  <b>Read:</b> <b>Chapter 13 &amp; 14</b> <b>by 9/17</b>
4	9/15	work on project	9/17	Lecture Class Exercises
5	9/22	<b>Project 2 Due</b> <b>Critique</b>  <b>Project 3 - Mag+ Hieroglyphics/</b> <b>Due: 10/8</b>	9/24	Lecture Class Exercises  <b>Read:</b> <b>Chapter 1 &amp; 2</b> <b>by 10/1</b>
6	9/29	Jan Lecture Cuneiform/Hieroglyphics	10/1	Lecture Class Exercises
7	10/6	<b>Hang Exhibition</b>  <b>Read: Chapter 9 &amp; 10</b> <b>by 10/15</b>	10/8	<b>Project 3 Due</b> <b>Critique</b>  <b>Project 4 Reactions</b> <b>Due: 10/20</b>  <b>Read Chapter 5</b> <b>by 10/15</b>
8	10/13	<b>Fall Break No Class</b>	10/15	
9	10/20	<b>Project 4 Due</b>  <b>Project 5: Manuscript</b> <b>Due: 11/3</b>	10/22	<b>Jan Manuscript Lecture</b>  <b>Read Chapter 7 &amp; 8</b> <b>by 10/28</b>
10	10/27	<b>Exhibition Digital Book Due</b>	10/29	
11	11/3	<b>Project 5 Due</b> <b>Critique</b>  <b>Project 6 - Timeline</b> <b>Due: 12/1</b>	11/5	Lecture Class Exercises  <b>Read Chapter 3 &amp; 4</b> <b>By 11/27</b>
12	11/10		11/12	

Week	Date	Monday	Date	Wednesday
13	11/17		11/19	Read Chapters 11 & 12
14	11/24		11/26	Thanksgiving No Class!
15	12/1	Project 6 Due	12/3	Final Folder Due on Google Drive
16	12/9	Final Exam Week	12/12	Final Exam Week

**grading:**

Projects: 45%  
 Exhibition: 25%  
 Participation: 10%  
 Final Folder: 10%  
 Process Books: 10%

Standard numeric grading scale:

A = 94-100	B+ = 87-89	C+ = 77-79	D+ = 67-69	F = 59 and Below
A- = 90-9	B = 84-86	C = 74-76	D = 64-66	
	B- = 80-83	C- = 70-73	D- = 60-63	

- 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 10% of a grade for each day 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.

**PLEASE NOTE:** The instructor reserves the right to make changes in any aspect of this syllabus/schedule for the sake of content improvement of scheduling changes due to class cancellations or due date rescheduling.

**Lab Rules:**

Clean up after yourselves. This is your lab, keep it neat so others can enjoy it too. All spray mounting must be completed in room 8 at the Spray Booth. There will be no spraying of spray mount, fixatives or any thing else in the design labs. Cutting should only be completed on cutting mats provided and there is to be no cutting of matboard on the rotary cutters.

**Tumblr Account:**

You will be keeping a Tumblr account in addition to your process books. You will be assigned projects on this account which will go towards your exercise grade. You must follow the other students in the class and create a dialogue on and off the computers with your fellow classmates.