

SCHOOL OF DESIGN

ART 267-01
Spring 2021
Tuesdays + Thursdays
10:00–11:15am

**MEETING PLACE
LEWIS HALL 332**

OR remote via Zoom
<http://bit.ly/39k3IhC>
Meeting ID: 967 7404 9153
Passcode: ART267

Three credits

CONTACT INFO

Faculty: T. "Nacho" Montiel
Email: tmontiel@dom.edu
Cell: (480) 22.33.44.9

**OFFICE HOURS
IN PERSON**

Tuesdays + Thursdays
11:30am-12:30pm
Lewis 332

VIA ZOOM

<http://bit.ly/3qafSk1>
Meeting ID: 959 2893 2915
Passcode: OfficeHour

Wednesdays

12:30am-1:30pm
or by appointment

This syllabus
and schedule
is subject to
change.

Please check your
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COURSE DESCRIPTION:

This course will examine the role of visual communication design through history within a social/cultural context. While we'll cover key events throughout the span of human history, the emphasis of the class will be 20th century graphic design prior to the digital revolution. This survey course is intended to help students understand the role that graphic design has played in the development of human societies.

OBJECTIVES:

1. Develop an awareness of graphic design history
2. Explore the connection between design, culture and technology
3. Understand the changing role of the designer through history, and awareness of the logical development of the designer's role as it is currently perceived.
4. Examine how design trends are shaped and influenced by the work of important individuals who embraced new technologies

ROUTINE:

The course will consist of lecture, discussion and films. Two research projects are required: one at mid-term and a final which will be due at our class meeting during Finals Week. In addition there will be weekly assignments as well.

REQUIRED TEXTBOOK

Megg's History of Graphic Design, 6th Edition (5th and 4th will suffice too, although page numbers may be off) by Phillip B. Meggs Edited by Alston W. Purvis

CLASSROOM ETIQUETTE:

Be on time, attentive, and non-disruptive. If you cannot do so I'll make sure to share my concern and may even ask you to excuse yourself from class.

ZOOM ROOM ETIQUETTE:

- Please turn your camera on, if you can. Use an appropriate zoom background if you wish OR if not make your profile picture a "professional" headshot of yourself. Make sure your full name shows up appropriately.
- Let all household members know when and where you will be in class, and ask them not to disturb you. Mute until you are required to talk. Use the Zoom functions to communicate if needed (chat, raise your hand, answer yes/no, etc.).
- **Be on time to class.** Communicate with your instructor (via their preferred communication method listed on the syllabus) if you will be late or if you lose your connection during class.

CLASS ATTENDANCE

We will be moving at a fast pace! We have a lot of ground to cover in one semester. If you have a compelling reason to miss class, such as a documented health issue, we will work out some kind of solution. If you know in advance that you will need to miss a class please inform as soon as possible. If you miss a class, please contact a classmate to borrow their notes and also check the course site! It is your responsibility to get the information we covered.

All Art Department courses follow the same attendance policies:

- Students are allowed 1 absence per semester without penalty in any class that meets once per week.
- Each additional unexcused absence in class that meets once a week will result in the lowering of a half letter grade.

Late Arrivals or Early Departures:

It is a courtesy to let the instructor know if you will be unavoidably late for class OR if you must leave class early. Three late arrivals or early departures of more than 10 minutes will count as an absence.

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If You Miss a Class

You must find out from your classmates what was covered and what assignments are due. You are responsible for all material covered in class—whether you were present or not. If you need additional help after you connected with your peers and read over the week's assignment online, please let me know and we can schedule a meeting.

PREPARATION + PARTICIPATION

Expect to devote 2-3+ hours per week (OUTSIDE OF CLASS TIME) for the entire semester with weekly homework due by class time each Tuesday.

You must come to class with all necessary materials and supplies. You are expected to have completed assigned readings, assignments or projects and thought critically about the material. Studio art instructors teach through critique. When work is due on a certain day and is not completed, students are not only cheating themselves but their classmates as well. It is solely your responsibility to notify the Dean of Students of any learning disabilities and provide your professor with documentation well in advance of any assignment that might require special accommodations.

LATE WORK

If your projects are late, it will fall one letter grade per week that it is late. The final project must be turned in on the designated day or it will receive a failing grade. Coming to class unprepared with a lack of supplies, materials or with incomplete work will count as an absence.

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COMMUNICATION & OFFICE HOURS

Feel free to address me as "Nacho" -- all my classes before have. The best way to reach me outside of class is by email. When writing correspondences please try your best to keep it professional and on topic. If you would like to discuss your progress in the classes and I have time, I'll be happy to do so. My set office hours is great time to have those discussions, but if that time doesn't work with your schedule, please send me a request to meet via email with specific dates and times. I will be generous with my time if you are respectful and arrive promptly for meetings.

FACILITIES + TECHNICAL ISSUES

Any project that relies on technology is at the mercy of that technology. Please give yourselves extra time in case of problems. Your inability to plan ahead and allot yourself enough time to complete projects will not be an excuse for an incomplete assignment.

If you experience technical problems you must notify the Tech Center using the help desk link on myDU or by emailing them at helpme@dom.edu or by calling x6888. Do not come to class saying, "The application kept crashing..." without having notified IT. If the problem is not identified it will not be fixed and you will be passing on your problems to other students.

WRITING SKILLS

The quality of student writing is important. Excellent ideas alone do not guarantee a high grade on written assignments, particularly if your writing is deficient. Therefore, please seek as much help as necessary from the Academic Enrichment Center in Parmer 010 or other qualified sources. It is your responsibility to produce written material that meets the standards of university level writing.

ACADEMIC INTEGRITY

Any student who cheats (e.g., copies a classmate's work, allows a classmate to copy one's work), has someone else execute or copies another's creative labor, or plagiarizes another's work is violating standards of academic integrity. Using print or electronic materials without

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proper citation (i.e., formally acknowledging the source) is plagiarism and unethical. Submitting someone else's work as your own or something you have already submitted for another class is unacceptable. You earn a zero (i.e., "F") for any work that violates this academic integrity policy. You will be immediately referred to the Academic Dean's Office to determine additional consequences.

GRADING:

Your grade will consist of the following: **10%** Attendance/Participation in class, **65%** for weekly homework assignments, **10%** for Midterm, **15%** for FINAL PRESENTATION

The projects you write in this class should be your own. When quoting a source, remember to acknowledge it in your paper. If you're unsure of how to cite sources, or if you have concerns because English is not your first language, please talk with me.

There will be no late final projects. Incomplete grades are a last resort solution to unforeseen hospitalization only. Any grade below a C- does not count toward the major. Consistent with the academic standards of Dominican University, final grades are summarized as follows:

A	Quality and craft:	Exceptional
	Level of interest and quality of research:	Exceeds expectations
	Understanding of material and concepts presented:	Deep understanding
	Class Participation:	Active/enthusiastic
	Attendance:	Perfect
B	Quality and craft:	Overall Good
	Level of interest and quality of research:	Meets expectations
	Understanding of material and concepts presented:	Clear understanding
	Class Participation:	Attentive
	Attendance:	Perfect to almost perfect
C	Quality and craft:	Average
	Level of interest and quality of research:	Minimal
	Understanding of material and concepts presented:	Understanding unclear
	Class Participation:	Minimal
	Attendance:	Inconsistent
D	Quality and craft:	Poor
	Level of interest and quality of research:	Poor
	Understanding of material and concepts presented:	Lacks understanding
	Class Participation:	Non-existent
	Attendance:	Weak
F	Quality and craft:	Incomplete/Missing
	Level of interest and quality of research:	None demonstrated
	Understanding of material and concepts presented:	No understanding
	Class Participation:	Non-existent
	Attendance:	Poor

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CLASS VALUES

EACH PARTICIPANT IN THIS CLASS IS RESPONSIBLE FOR...

- **OWNERSHIP:** You control YOUR learning + YOUR product / project(s)
- **CURIOSITY:** Stay curious! Even if you think you know something really well, stay curious about what you can learn from this class and/or this university
- **COMMUNICATION:** And this covers communicating your needs/questions/concerns, but also the ability to describe their project in detail and what they learned in the process
- **AUTONOMY:** Stay yourself: we need your unique creativity
- **MATURITY:** You are in an adult space, lets treat each other like adults. Golden Rule applies.
- **RESPECT:** We all like different things, and we may all not know or like it, but we need to stay respectful and stay positive. Don't yuck anyone's yum!
- **FREEDOM:** you have the freedom to experiment and this is a space you should feel comfortable with failing/trying/iterating
- **GROWTH:** this class is an opportunity to collaborate, progress, improve and grow from where we started. But understand growth is often NOT comfortable.
- **EMPOWERMENT:** Stay positive while encouraging each other. But also remember to advocate for yourself and others (when you are comfortable): we are not all born sensitive or "woke," but we can all learn to be better. If you see/find/experience an issue, I would encourage you to advocate for better or more knowledgeable behavior.
- **FUN!** No seriously...each project I give you is open ended enough for you to inject yourself into it and make it something you want to make/explore. If you don't like your project... change design direction.

CLASS VOCABULARY

- **MAKING (or DESIGNING):** learning by doing or creating
- **DESIGNER:** someone who creates to share and educate (and motivate)
- **(Graphic) DESIGN:** Creative problem solving with the use visuals
- **CLASSROOMS:** a safe space to design and create
- **EXPLORATION:** design/art is not about "right" answers, it is about creative solutions through technique and iteration, how do you get to the "unknown"? We experiment (and explore)
- **ITERATION:** Sometimes you make magic the first time, sometimes not. Sometimes you have to make 10 to realize that X version was the best. The only way to get there is to explore through iteration.
- **COLLABORATION:** Classrooms are a place to share tools, share space, share ideas, and share expertise: allow opportunities to do those things
- **GROWTH EDGE:** Growth is not staying still and it is not comfortable. You enrolled in this class and came to the first day, so you have signed up to be pushed to new places and accepted the responsibilities included.
- **"OOPS/OUCH" MOMENTS:** We all can be better people -- more sensitive, more empathetic, more "woke." If a student feels hurt or offended by another persons comment, the hurt student can say 'Oops, ouch!' to broadcast the last comment is an issue. In acknowledgment, the person who made the hurtful comment can rephrase and/or apologize and if necessary, there can be further dialogue about this exchange.

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JANUARY
WEEK 1: INTRO

DAY	DATE	IN CLASS	HOMEWORK:
T	12	Syllabus review Classroom ideals	Purchase Meggs course book ASAP
TH	14	Intro Lecture	<ul style="list-style-type: none"> Read chapter 1 +2 for next week Complete weekly homework Due Tuesday

WEEK 2: CHAPTERS 1 + 2

T	19	Review Homework Chapter 1	
TH	21	Chapter 2	<ul style="list-style-type: none"> Read chapter 3 + 4 for next week Complete weekly homework Due Tuesday

WEEK 3: CHAPTERS 3 + 4

T	26	Review Homework Chapter 3	
TH	28	Chapter 4	<ul style="list-style-type: none"> Read chapter 5 + 6 for next week Complete weekly homework Due Tuesday

FEBRUARY
WEEK 4: CHAPTERS 5 + 6

T	2	Review Homework Chapter 5	
TH	4	Chapter 6	<ul style="list-style-type: none"> Read chapter 7 + 8 for next week Complete weekly homework Due Tuesday

WEEK 5: CHAPTERS 7 + 8

T	9	Review Homework Chapter 7	
TH	11	Chapter 8	<ul style="list-style-type: none"> Read chapter 9 + 10 for next week Complete weekly homework Due Tuesday

WEEK 6: CHAPTERS 9 + 10

T	16	Review Homework Chapter 9	
TH	18	Chapter 10	<ul style="list-style-type: none"> Read chapters 11 + 12 for next week Complete weekly homework Due Tuesday

WEEK 7: CHAPTERS 11 +12

T	23	Review Homework Chapter 11	
TH	25	Chapter 12	Complete reflection presentation Due Tuesday

MARCH
WEEK 8: REFLECTION PRESENTATIONS

T	2		
TH	4		<ul style="list-style-type: none"> Read chapters 13 + 14 for next week Complete weekly homework Due Tuesday

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WEEK 9:
SPRING BREAK | NO CLASS
WEEK 10: CHAPTERS 13+ 14

DAY	DATE	IN CLASS	HOMEWORK:
T	16	Review Homework Chapter 13	
TH	18	Chapter 14	<ul style="list-style-type: none"> Read chapters 15 + 16 for next week Complete weekly homework Due Tuesday

WEEK 11: CHAPTERS 15 + 16

T	23	Review Homework Chapter 15	
TH	25	Chapter 16	<ul style="list-style-type: none"> Read chapter 17 for next week Complete weekly homework Due Tuesday

WEEK 12: CHAPTER 17

T	30	Review Homework Chapter 17	<ul style="list-style-type: none"> Read chapters 18 + 19 for next week Complete weekly homework Due Tuesday
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APRIL
TH 1 EASTER BREAK | NO CLASS
WEEK 13: CHAPTERS 18 + 19

T	6	Review Homework Chapter 18	
TH	8	Chapter 19	<ul style="list-style-type: none"> Read chapters 20 + 21 for next week Complete weekly homework Due Tuesday

WEEK 14: CHAPTERS 20 + 21

T	13	Review Homework Chapter 20	
TH	15	Chapter 21	<ul style="list-style-type: none"> Read chapters 22 + 23 for next week Complete weekly homework Due Tuesday

WEEK 15: CHAPTERS 22 + 23

T	20	Review Homework Chapter 22	
TH	22	Chapter 23	<ul style="list-style-type: none"> Read chapter 24 for next week Complete weekly homework Due Tuesday

WEEK 16: CHAPTERS 24 + FUTURE OF DESIGN

T	27	Review Homework Chapter 24	
TH	29	Future Presentation	<ul style="list-style-type: none"> Complete your final presentation ALL ARE DUE TUESDAY

MAY
WEEK 17: FINAL PRESENTATIONS

T	4	FINAL PRESENTATIONS	
TH	6	FINAL PRESENTATIONS	