

GMD 120

History of Graphic Design

College of the Canyons
Fall 2017 - Section #29880
Instructor: Mark Daybell
Email: professordaybell@gmail.com
Web: www.professordaybell.com

Office: Mentry Hall 210
Office Phone: 661-362-3066
Office Hours: Tue 10:15AM to 11:15AM

Class Time(s) & Location

Classroom: Mentry Hall 351
Lecture Tue 11:15AM to 2:20PM

Course Description

Surveys the origin and evolution of graphic design, including the development of typography, advertising, poster design, illustration, corporate identities and trademarks. Fulfills GE art elective.

Student Learning Outcomes

Evaluate and critique past and current trends in graphic design

Course Objectives

1. Compare and contrast the contributions of the early pioneers of graphic design
2. Examine the place graphic design has in the history of art
3. Compare and contrast printing, typography, illustration and graphics
4. Describe the development of logo and trademark design
5. Define key graphic design terms
6. Compare and evaluate the trends in graphic design with the trends in art and other media
7. Appraise the cultural implications of graphic communications
8. Trace the development of graphic design from prehistoric visual communications to the present generation of electronic media

Course Material

Slide lectures
Class discussions
Exams
Quizzes
Reports
Student presentations
Note: This is a web-enhanced course, course website can be found at: <https://coc.instructure.com/>

Text

Meggs' History of Graphic Design, Philip B. Meggs, Alston W. Purvis, 6th Edition, Wiley, 2016, ISBN-10: 1118772059 / ISBN-13: 978-1118772058



Student Responsibilities & Requirements

Unit I Exam, 160 points or 16%
Unit II Exam, 160 points or 16%
Unit III Exam, 160 points or 16%
Unit IV Exam, 160 points or 16%
Unit V Exam, 160 points or 16%
Designer Report 200 or 20%

Attendance to all lectures
Completion of all projects, presentations and/or reports
Constructive participation through contributing to classroom discussions
In the event of an absence, it is the responsibility of the student, not the instructor, to collect any pertinent lecture notes and/or demonstration materials

Extra Credit Opportunities

Supplemental Slide Lectures, 25 points
Looking at Graphic Design, 25 points
Museum Visit, 50 points

Attendance Policies

Missing two consecutive class meetings may result in an instructor-originated withdrawal
Missing three class sessions over any length of time may result in an instructor-originated withdrawal

Grading Policies

Late projects, presentations, papers, etc., will not be accepted without **documented extenuating circumstances**
Final grade challenges are strongly encouraged to be petitioned within six months of the end of the course
Individual grade questions should be addressed as soon as possible
I take academic integrity seriously and COC protocol will be exercised if I suspect it has been breached
All grade, attendance or course participation inquiries shall be conducted in person or over the phone

Exam Policies

Exams will be conducted during class on the assigned exam date (see below for dates)
All exams require a Canvas account (for details, see "Canvas" section below)
Missed exams will be handled on an individual basis and will most likely require completing a comprehensive final exam

Classroom Policies

Sleeping, closed eyes or dozing off is not acceptable classroom conduct; please do what it takes to be alert for all lectures and presentations
No in class use of cell phones, including text messaging
No in class cell phone conversations, even during breaks
No food or drinks I can smell
No inappropriate language
Behavior inappropriate to a learning environment will not be tolerated, please review "Student Conduct" below

Student Conduct

Students, faculty and staff have the right to a campus that is free of harassment. But as an institution with higher ideals, the college and I expect more. We want a campus where people treat each other with respect, both physically and verbally. Let's be clear: any abusive or offensive behavior on campus is inappropriate, even if it's not bad enough to be "illegal" harassment. We prohibit on our campus all types of mistreatment and misconduct based on someone's race, color, sex, age, religion, disability, sexual orientation and so on. For example, students, faculty or staff may be disciplined or fired for inappropriate behavior, even if what they do doesn't violate the law. We have a higher standard. Let us all behave accordingly. For more information on student conduct, please refer to COC's Student Handbook.

Canvas (course website)

Canvas is the course management system that is used for most of the online and hybrid courses at College of the Canyons. Login and technical support can be found at:
<https://www.canyons.edu/Offices/DistanceLearning/Pages/canvasAccess.aspx>

Disclaimer

Throughout the course, students will be exposed to artwork from diverse points of view. Although all artwork is placed in an appropriate historical and artistic context, the right of individual students who choose not to be exposed to such work will be respected. If any student feels he/she would rather opt out of any or all of the slide and/or video lectures, please bring your concerns to the instructor's attention before scheduled lectures so we can discuss them and work out a solution. In any case, students are always responsible for completing the assigned projects and/or exercises.

Alterations & Addendums

The instructor reserves the right to make alterations and/or addendums to syllabus, such as: extra credit changes, course calendar changes, due date changes and project revisions. Appropriate and timely notice will always be given if and when changes occur.

Instructor Biography

Professor Mark Daybell earned a MFA from CSU Fullerton and BS from California Polytechnic State University, San Luis Obispo. Over his 20-year career in the arts, he has exhibited his videos, photography, installations and films at museums, galleries, film festivals and alternative art venues. As a professor, Mark guides students in the processes of finding an artistic voice and instructs them on creating a portfolio to reflect that vision.

Disabled Students Program & Services

For information on DSPS services, please visit:
www.canyons.edu/offices/dsps

Management of Stress & Mental Health

Often the pressure on our students is very strong, involving academic commitments, relationships, outside jobs and family pressure to name a few. The staff and faculty of College of the Canyons are here to see you succeed academically and care about your emotional and physical health. You can learn more about the broad range of confidential student services, including counseling and mental health services available on campus by visiting the Student Health & Wellness Center in the Student Services Building (across from the bookstore), clicking on www.canyons.edu/offices/Health/Pages/default.aspx or by phone at 661-362-3259.

Also, the National Suicide Hotline number is 1-800-273- 8255 (TALK). All students at COC are encouraged to enter that phone number in their cells. You can call it when you, or someone you know, is having thoughts of suicide or is in severe distress.

Administrative Deadlines

Refund	September 3
Add	September 3
Drop w/o a W	September 3
Pass/No Pass	September 22
Drop w/ a W	November 12

www.canyons.edu/Offices/admissions/Pages/Calendars.aspx

Library

Valencia Campus	
Mon-Thurs	8:00 AM to 8:00 PM
Fri	7:30 AM to 4:30 PM
Sat	10:00 AM to 2:00 PM
Sun	Closed
Canyon Country Campus	
Mon-Thurs	8:30 AM to 7:30 PM
Fri	8:30 AM to 12:00 PM
Sat-Sun	Closed

www.canyons.edu/Offices/library/Pages/default.aspx

TLC (Teaching and Learning Center)

Valencia Campus	
Mon-Thurs	8:00 AM to 8:00 PM
Fri & Sat	9:00 AM to 1:00 PM
Sun	Closed
Canyon Country Campus	
Mon-Thurs	9:00 AM to 7:00 PM
Fri-Sun	Closed

www.canyons.edu/offices/TLC/Pages/default.aspx

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August

- 22 Introductions - Syllabus – Textbook - Canvas – @canyons.edu Email Check – professordaybell.com - Designer Report - Extra Credit Opportunities: Supplemental Slide Lectures Quiz, Museum Visit and Looking at Graphic Design - Student Introductions
- 29 Unit I
Origins of Graphic Design
Chapter 7: Renaissance Graphic Design

September

- 05 Unit I
Chapter 8: An Epoch of Typographic Genius
- 12 **Extra Credit Supplemental Slide Lectures Quiz Due**
Unit I Exam
- 19 Unit II
Chapter 9: Graphic Design and the Industrial Revolution
Chapter 10: The Arts and Crafts Movement and Its Heritage
- 26 Unit II
Chapter 11: Art Nouveau
Chapter 12: The Genesis of Twentieth-Century Design

October

- 03 **Unit II Exam**
- 10 Unit III
Chapter 13: The Influence of Modern Art
Chapter 14: Pictorial Modernism
- 17 Unit III
Chapter 15: A New Language of Form
Chapter 16: The Bauhaus and the New Typography
- 24 **Unit III Exam**
- 31 Unit IV
Chapter 17: The Modern Movement in America
Chapter 18: The International Typographic Style

November

- 07 Unit IV
Chapter 19: The New York School
Chapter 20: Corporate Identity and Visual Systems
- 14 **Unit IV Exam**
Extra Credit Looking at Graphic Design Due
- 21 Unit V
Chapter 21: The Conceptual Image
Chapter 22: Postmodern Design
- 28 Unit V
Chapter 23: National Visions within a Global Dialogue
Chapter 24: The Digital Revolution – and Beyond
Extra Credit Museum Visit Due
Design Report Due

December

- 05 **Unit V Exam**

Associate of Arts Degree Graphic & Multimedia Design

Program Requirements

Graphic Design

GMD 101	Introduction to Visual Communication	3 units
GMD 120	History of Graphic Design	3 units
GMD 142	Digital Illustration	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
GMD 173	Motion Design	3 units
GMD 242	Graphic Design II	3 units
ART 110	History of Art: Ancient to Medieval	3 units
ART 111	History of Art: Renaissance to Present	3 units
ART 124A	Drawing I	3 units
ART 140	Beginning Design: Two-Dimensional Media	3 units

Multimedia

GMD 101	Introduction to Visual Communication	3 units
GMD 120	History of Graphic Design	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
GMD 173	Motion Design	3 units
GMD 177	Web Page Design I	3 units
GMD 277	Web Page Design II	3 units
ART 110	History of Art: Ancient to Medieval	3 units
ART 111	History of Art: Renaissance to Present	3 units
ART 124A	Drawing I	3 units
ART 140	Beginning Design: Two-Dimensional Media	3 units

Two-Year Pathway to Completion

Fall – Semester I

GMD 101	Introduction to Visual Communication	3 units
GMD 120	History of Graphic Design	3 units
ART 124A	Drawing I	3 units
MEA 100	Mass Media Communications	3 units
ENGLISH 101	English Composition	3 units
Total		15 units

Spring – Semester II

GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
ART 140	Beginning Design: Two-Dimensional Media	3 units
MATH 070 or 075	Intermediate Algebra/Inter. Algebra for Statistics	5 units
Total		14 units

Fall – Semester III

GMD 142/GMD 177	Digital Illustration/Web Page Design I	3 units
GMD 173	Motion Design	3 units
ART 110	History of Art: Ancient to Medieval	3 units
HLHSCI 100	Health Education	3 units
HIST 111	United States History I	3 units
Total		15 units

Spring – Semester IV

GMD242/GMD 277	Graphic Design II/Web Page Design II	3 units
ART 111	History of Art: Renaissance to Present	3 units
ANTHRO 101	Physical Anthropology	3 units
CINEMA 123	American Cinema: Crossing Cultures	3 units
POLISC 150	Introduction to American Government and Politics	3 units
CWEE 188	Cooperative Work Experience Education (in GMD)	1 unit
Total		16 units

The "Two-Year Pathway to Completion" is a recommended course sequence and presumes entering college ready in English and mathematics. Some suggested general education courses may be substituted for appropriate alternatives. See your counselor for details.

Certificate of Achievement Graphic & Multimedia Design

Program Requirements

Graphic Design

GMD 101	Introduction to Visual Communication	3 units
GMD 104	Graphic Design for Web and Social Media	3 units
GMD 107	Multimedia for Web and Social Media	3 units
GMD 120	History of Graphic Design	3 units
GMD 142	Digital Illustration	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
GMD 173	Motion Design	3 units
GMD 242	Graphic Design II	3 units
CWEE 188	Cooperative Work Experience Education	1 unit

Multimedia

GMD 101	Introduction to Visual Communication	3 units
GMD 104	Graphic Design for Web and Social Media	3 units
GMD 107	Multimedia for Web and Social Media	3 units
GMD 120	History of Graphic Design	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
GMD 173	Motion Design	3 units
GMD 177	Web Page Design I	3 units
GMD 277	Web Page Design II	3 units
CWEE 188	Cooperative Work Experience Education	1 unit

Two-Year Pathway to Completion

Fall – Semester I

GMD 101	Introduction to Visual Communication	3 units
GMD 104	Graphic Design for Web and Social Media	3 units
GMD 120	History of Graphic Design	3 units
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Total		9 units

Spring – Semester II

GMD 107	Multimedia for Web and Social Media	3 units
GMD 144	Graphic Design I	3 units
GMD 145	Type and Typography	3 units
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Total		9 units

Fall – Semester III

GMD 142/GMD 177	Digital Illustration/Web Page Design I	3 units
GMD 173	Motion Design	3 units
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Total		6 units

Spring – Semester IV

GMD242/GMD 277	Graphic Design II/Web Page Design II	3 units
CWEE 188	Cooperative Work Experience (in GMD)	1 unit
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Total		4 units

The "Two-Year Pathway to Completion" is a recommended course sequence. See your counselor for details.