



## Student Responsibilities & Requirements

Unit I Exam, 140 points or 14%  
Unit II Exam, 140 points or 14%  
Unit III Exam, 140 points or 14%  
Unit IV Exam, 140 points or 14%  
Unit V Exam, 140 points or 14%  
Final Exam, 140 points or 14%  
Looking at Graphic Design, 150 or 15%  
Designer Report, 150 or 15%

Attendance to all lectures  
Completion of all projects, presentations and papers  
Scheduling exams following all TLC exam protocols  
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

## 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**  
Missed exams will be handled on an individual basis and will most likely require completing a comprehensive final exam  
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

All exams are online and require a Blackboard account  
Exams will take place in the Valencia campus TLC  
Exams are timed  
Exams require current student ID  
Each exam requires an appointment with the TLC, made online, **48 hours in advance of exam date**  
Exams will open and available at 8AM the day of the exam and close 10PM of same day  
TLC schedules exams in set 2-hour blocks, acceptable blocks are:  
8AM-10AM  
10AM-12PM  
2PM-4PM  
4PM-6PM  
6PM-8PM  
8PM-10PM  
Missed exams, see "Grading Policies" above

## 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

## 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.

## Blackboard (course website)

[bb.canyons.edu/](http://bb.canyons.edu/) (note there is no "www")  
Your login is your 7-digit COC student ID number  
For example ID #1234567 would login 1234567  
Password is "student"

For further details, please see "Blackboard Technical Support" below

## Blackboard Technical Support

Blackboard technical support for students is available Monday through Thursday from 9:15 AM until 6:45 PM  
You can reach technical support by e-mail at [bbsupport@canyons.edu](mailto:bbsupport@canyons.edu) or by phone at 661-362-3344  
E-mail replies will be sent within 24 business hours  
Please be aware that any problems with the course materials, such as understanding assignments and tests, are not technical difficulties

For online tutorials and assistance with the Blackboard, please use:  
[www.canyons.edu/Offices/DistanceLearning/Pages/Blackboard.aspx](http://www.canyons.edu/Offices/DistanceLearning/Pages/Blackboard.aspx)

## Disclaimer

Throughout the course, students will be exposed to artwork from diverse points of view. Although questionably offensive artwork is always placed in an appropriate historical and artistic context, I recognize and respect the right of individual students who choose not to be exposed to such work. If any student feels they 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](http://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](http://www.canyons.edu/offices/Health/Pages/default.aspx) or by phone at 661-362-3259.

## Administrative Deadlines

|              |             |
|--------------|-------------|
| Refund       | February 21 |
| Add          | February 21 |
| Drop w/o a W | February 21 |
| Pass/No Pass | March 11    |
| Drop w/ a W  | May 8       |

College of the Canyons Calendars:

[www.canyons.edu/Offices/admissions/Pages/Calendars.aspx](http://www.canyons.edu/Offices/admissions/Pages/Calendars.aspx)

## Library

### Valencia Campus

|           |                    |
|-----------|--------------------|
| Mon-Thurs | 8:00 AM to 8:00 PM |
| Fri       | 8:00 AM to 4:30 PM |
| Sat-Sun   | Closed             |

### Canyon Country Campus

|           |                     |
|-----------|---------------------|
| Mon-Thurs | 8:30 AM to 7:30 PM  |
| Fri       | 9:00 AM to 12:00 PM |
| Sat-Sun   | Closed              |

[www.canyons.edu/Offices/library/Pages/default.aspx](http://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](http://www.canyons.edu/offices/TLC/Pages/default.aspx)

# GMD 120

## History of Graphic Design

College of the Canyons  
Spring 2016 - Section #19203  
Instructor: Mark Daybell  
Email: [professordaybell@gmail.com](mailto:professordaybell@gmail.com)  
Web: [www.professordaybell.com](http://www.professordaybell.com)

## February

- 09 Introductions - Syllabus – Textbook, Materials and Supplies - Blackboard – @canyons.edu Email Check – professordaybell.com - Designer Report – Student Introductions
- 16 Unit I  
Looking at Graphic Design – The Origins of Graphic Design
- 23 Chapter 7: Renaissance Graphic Design - Chapter 8: An Epoch of Typographic Genius

## March

- 01 Unit II  
Chapter 9: Graphic Design and the Industrial Revolution  
**Unit I Exam TLC 8:00AM-10PM**
- 08 Chapter 10: The Arts and Crafts Movement and Its Heritage - Chapter 11: Art Nouveau
- 15 Chapter 12: The Genesis of Twentieth-Century Design  
Looking at Graphic Design
- 22 Unit III  
Chapter 13: The Influence of Modern Art  
**Unit II Exam TLC 8:00AM-10PM**
- 29 Chapter 14: Pictorial Modernism - Chapter 15: A New Language of Form

## April

- 05 **Spring Break**
- 12 Chapter 16: The Bauhaus and the New Typography  
Looking at Graphic Design
- 19 Unit IV  
Chapter 17: The Modern Movement in America  
**Unit III Exam TLC 8:00AM-10PM**
- 26 Unit IV  
Chapter 18: The International Typographic Style - Chapter 19: The New York School

May

- 03 Chapter 20: Corporate Identity and Visual Systems  
Looking at Graphic Design
- 10 Unit V  
Chapter 21: The Conceptual Image  
**Unit IV Exam TLC 8:00AM-10PM**
- 17 Chapter 22: Postmodern Design - Chapter 23: National Visions within a Global Dialogue
- 24 Chapter 24: The Digital Revolution – and Beyond  
Looking at Graphic Design
- 31 **Design Report Due**  
**Unit V Exam TLC 8:00AM-10PM**