

# GMD 120 History of Graphic Design

College of the Canyons  
Spring 2018 - Section #31968  
Instructor: Mark Daybell  
Email: [professordaybell@gmail.com](mailto:professordaybell@gmail.com)  
Web: [www.professordaybell.com](http://www.professordaybell.com)

Office: Mentry Hall 210  
Office Phone: 661-362-3066  
Office Hours: Mon 2:00PM to 3:30PM  
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  
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, 6<sup>th</sup> 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](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.

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	February 18
Add	February 18
Drop w/o a W	February 18
Pass/No Pass	March 9
Drop w/ a W	May 6

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

## Library

Valencia Campus	
Mon-Thurs	7:30 AM to 9:00 PM
Fri	7:30 AM to 4:30 PM
Sat	10:00 AM to 2:00 PM
Sun	Closed
Canyon Country Campus	
Mon-Thurs	8:00 AM to 8:00 PM
Fri	8:00 AM to 1:00 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

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## February

- 06 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
- 13 Unit I  
Origins of Graphic Design  
Chapter 7: Renaissance Graphic Design
- 20 Unit I  
Chapter 8: An Epoch of Typographic Genius
- 27 **Extra Credit Supplemental Slide Lectures Quiz Due**  
**Unit I Exam**

## March

- 06 Unit II  
Chapter 9: Graphic Design and the Industrial Revolution  
Chapter 10: The Arts and Crafts Movement and Its Heritage
- 13 Unit II  
Chapter 11: Art Nouveau  
Chapter 12: The Genesis of Twentieth-Century Design
- 20 **Unit II Exam**
- 27 Unit III  
Chapter 13: The Influence of Modern Art  
Chapter 14: Pictorial Modernism

# April

- 03     **Spring Break**
- 10     Unit III  
Chapter 15: A New Language of Form  
Chapter 16: The Bauhaus and the New Typography
- 17     **Unit III Exam**
- 24     Unit IV  
Chapter 17: The Modern Movement in America  
Chapter 18: The International Typographic Style

# May

- 01     Unit IV  
Chapter 19: The New York School  
Chapter 20: Corporate Identity and Visual Systems
- 08     **Unit IV Exam**  
**Extra Credit Looking at Graphic Design Due**
- 15     Unit V  
Chapter 21: The Conceptual Image  
Chapter 22: Postmodern Design
- 22     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**
- 29     **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
<b>Total</b>		<b>15 units</b>

### 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
<b>Total</b>		<b>14 units</b>

### 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
<b>Total</b>		<b>15 units</b>

### 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
<b>Total</b>		<b>16 units</b>

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.