

**San José State University**

**Department of Art & Art History**

**ARTH-DSGD 176A, Graphic Design History and Theory, Section 01, Fall 2020**

**Course and Contact Information**

|                     |   |
|---------------------|---|
| Instructor:         | Dr. Hatice Sadikoglu-Asan   |
| Office Location:    | ART 121   |
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| Office Hours:       | Wednesday 15:00-16:00 pm (Online, Zoom link will be posted on Canvas)   |
| Class Days/Time:    | Monday and Wednesday 13.30-14.45 pm   |
| Classroom:          | Online (Zoom link will be posted on Canvas)   |
| Department Office:  | ART 116   |
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**Course Description**

ARTH-DSGD 176A presents a thematic and chronological examination of major historical trends of graphic design and its reception. It uses the slide lecture format to contextualize main historical, technological, and theoretical concerns that influenced individuals and movements in graphic design. The prerequisite for the course is ARTH 072, completion of Area Z, or instructor's consent.

**Course Format**

This course adopts an online classroom delivery format. It requires internet connection, a laptop/pc with a webcam and mic, zoom app, and it requires Respondus Lockdown Browser for exams.

**Faculty Web Page and MYSJSU Messaging**

Course materials including course syllabus, study guides and images, major assignment handouts, research resources, writing guides and grading criteria are posted to the SJSU Canvas. Required readings not in your textbook appear in King Library Articles Databases at <[libguides.sjsu.edu/a-z](http://libguides.sjsu.edu/a-z)> or the SJSU Canvas site at <<https://sjsu.instructure.com>>; use your student number and password to access and download readings. Please note that study materials are posted within seven days after completion of related lectures. Other useful information appears on the Art History VRL website at <[arth.sjsu.edu](http://arth.sjsu.edu)>. Finally, periodic reminders and updates will be e-mailed to the address listed on your <[My.SJSU.edu](http://My.SJSU.edu)> and Canvas accounts. You are responsible for maintaining current e-mail addresses on both sites.

## Course Goals

The study of the history of graphic design asks you to pay attention and to look closely at works of design. It also asks you to think, speak and write thoughtfully and affectively about your visual experience. Instruction will involve the following: Slide lectures, class discussion, individual and group projects and presentations. It may also include videos, visits to local sites, museums and/or exhibitions, student peer evaluation/writing workshops, and attendance of Department of Art and Art History or other lectures. The course textbook is supplemented by primary and secondary source materials including manifestoes, interviews, critical essays and popular press articles posted to the Canvas and available through specified King Library article databases.

Study Guides for review and self-guided study and key images from lectures will be available on Canvas within seven days after the completion of related lectures. Lectures will develop these materials and questions based on them will be presented on course exams. You will:

- Conduct self-directed study of basic terminology and concepts using required course readings and Study Guides available on the Course Website.
- Memorize terms, names, dates, and historical facts about iconic works of graphic design;
- Recognize the dominant period-styles of graphic design through the characteristics of each one;
- Use required readings, lecture notes and Study Guides to increase knowledge of the concepts and contexts of iconic works, major designers and key movements of graphic design;
- Complete a written research project on an approved graphic design innovation and/or designer; papers will require independent research, submission of a thesis topic and bibliography, a graded draft, strategic problem solving, peer evaluation, and demonstrated mastery of design terminology;
- Translate your visual perceptions of works of graphic design into papers and essays;
- Develop critical thinking skills by engaging in in-class discussion and writing about graphic design;
- Develop your verbal communication skills through in-class discussion and in-class presentations; and
- Write clearly, effectively, and critically using terminology appropriate to the theory of graphic design.

## Course Learning Outcomes (CLO)

The objective of this course is for students to acquire a broad perspective on the changing technologies, cultural ideals, and popular tastes that have historically influenced design as a whole. A secondary goal is to develop the communication skills necessary for translating your visual perceptions into words and, more generally, to securing your academic and professional success. Upon successful completion of this course, students will be able to:

- Master basic terminology, concepts and issues in graphic design;
- Gain knowledge of the work and ideas of major graphic designers and movements;
- Gain knowledge of the history and context of graphic design innovations, knowledge which will in turn enable strategic problem solving and encourage coherent design methodologies;
- Develop and/or reinforce skills in communicating about graphic design;

- Develop skills in translating visual perceptions into verbal and written communication;
- Develop skills in thinking critically about graphic design; and
- Write clearly, effectively, and critically using terminology appropriate to the history of design.

**Note:** As in any university course, ARTH-DSGD 176A does not give you these competencies, but rather creates an opportunity for you to work toward achieving them.

## Required Texts/Readings

- **Required Textbook:** Stephen J. Eskilson, *Graphic Design: A New History*, 2nd. ed. (New Haven CT: Yale University Press, 2012). ISBN: 9780300172607 or 0300172605. *NOTE: Do not use the first edition.*

- **Recommended Textbooks / Optional Readings**

Philip B. Meggs and Alston W. Purvis, eds., *Meggs' History of Graphic Design*, 4th ed. (2006), Kate Turabian, *A Manual for Writers*, Strunk and White, James Craig and Bruce Barton, *Thirty Centuries of Graphic Design, An Illustrated Survey* (1987). Johanna Drucker and Emily McVarish, *Graphic Design History, A Critical Guide* (2003). Steven Heller and Seymour Chwast, *Graphic Style from Victorian to New Century* (3<sup>rd</sup> Edition, 2011). Poulin Richard, *Graphic Design and Architecture, a 20<sup>th</sup> Century History*.

- **Other Readings**

All mandatory non-textbook readings are posted to the **SJSU Canvas site** at <<https://sjsu.instructure.com>> or available through the **King Library Articles & Databases** at <[library.calstate.edu/sanjose/databases](http://library.calstate.edu/sanjose/databases)>. Use your student number to access Canvas and King Library card to access article databases such as JSTOR. Acrobat Reader is required to open and read articles.

## Library Liaison

### Gareth Scott

E-mail: [gareth.scott@sjsu.edu](mailto:gareth.scott@sjsu.edu)

Phone: (408) 808-2094

Dr. Martin Luther King, Jr. Library

4th Floor Administration Offices

## Course Requirements and Assignments

**There will be one take-home exam, a midterm, an individual research paper submission; and a group project (presentation) and a final exam.** Papers will be subject to peer review prior to submission. **Grading criteria** for all writing assignments is posted to the Canvas, as are writing guides intended to help with structure and citation formats. All papers will be evaluated and returned with instructor comments intended to improve future writing assignments;

All drafts and papers will require scholarly research as well as analytical and affective responses to works of design. Insomuch as is possible, they will require observing, describing and discussing actual examples of

design (as opposed to reproductions). **Required paper formats:** Type all written with on-inch margins and a 12-point font. Use **Chicago Style Citation Format**, 1.15 space, use page numbers and put your name, title on a cover page, see the example on Canvas.

Students are urged to remain current by taking effective lecture notes and researching and writing out answers to the on-line Study Guides as they are posted. It is recommended that students form study groups outside of class as this is a highly effective means of assimilating information into knowledge.

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in University Policy S12-3 at: <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

## Midterm and Final Examination

Material covered on exams will derive from class lectures and assigned readings from the course textbook, and ARTH-DSGD 176A Course Website (Canvas). **Quiz and exam format** consist of a **combination of slide identification and analysis of design works, comparisons of design works, terminology, multiple choice and/or short essay answer questions**. Both the Midterm and Final will follow the same format.

## Grading Information

| Assignments               | Due Date                        | Percentage of Grade |
|---------------------------|---------------------------------|---------------------|
| Take Home Quiz            | September 09                    | 10%                 |
| Midterm Exam              | October 05                      | 30%                 |
| Research Paper Submission | October 28                      | 15%                 |
| Student Presentations     | November 30 and December 02, 07 | 10%                 |
| Final Exam                | December 15, 12.15 pm.          | 30%                 |
| Class Participation       |                                 | 5%                  |

## Determination of Grades

- There are no extra credit options in this course.
- There are no early exams. There are no make-up exams or late assignments without prior approval or valid excuse (i.e., official documentation such as a doctor’s note). Unexcused missed exams and late assignments will receive a grade of “0”. Lack of documented active participation on the group research project will result in a group project grade of “0”.

- **Numeric Grade Equivalents**

|               |    |
|---------------|----|
| 93% and above | A  |
| 92% - 90%     | A- |
| 89% - 88%     | B+ |
| 87% - 83%     | B  |
| 82% - 80%     | B- |
| 79% - 78%     | C+ |
| 77% - 73%     | C  |
| 72% - 70%     | C- |
| 69% - 68%     | D+ |
| 67% - 63%     | D  |
| 62% - 60%     | D- |
| below 60%     | F  |

**Additional Note:**

This syllabus is subject to change, in the event of unforeseen circumstances, or in the case that changes will significantly enhance the quality of the course. Students will collectively have the opportunity to shape the ways in which the course unfolds. Further information about course readings and exam details and paper submission guidelines will be announced during the semester.

**Classroom Protocol**

- Attendance and active participation are essential to your success in this course as they represent your opportunity to apply what you have learned, to articulate your ideas clearly and effectively, to develop analytical and critical thinking about design, and to learn about additional perspectives on our topics of study. Please arrive punctually with all required materials and stay for the entire class. Discussion will typically center on images shown in class and not all of these will be available in the texts.
- To prevent classroom distractions that interfere with student learning, students are asked to turn off cell phones and to limit laptop use to taking notes. Students who use their computers or other electronic devices for non-classroom related activities, or who hold private conversations during lectures or other presentations, will be asked to leave class and may be referred to Judicial Affairs;
- Papers must be original to this class (no “recycling”), meet all assignment requirements, and provide proper in-text source citations for all sources used (including textbook) for credit. All final papers must be submitted with draft versions for credit. **No late papers accepted without valid documentation.**
- Group assignments and in-class activities require the full participation of all group members. Documentation of active and legitimate participation is required from each member in order to receive the overall group grade. Absence of any or all supporting materials will result in a group grade of “0”; and

- Papers copied in whole or in part from Internet sources will receive a grade of “0.” In addition, and per University protocol, all incidents of plagiarism will be reported to the Office of Judicial Affairs. A second offense in this or any other class will result in administrative disciplinary action, which can potentially involve expulsion. See “Avoiding Plagiarism: Mastering the Art of Scholarship,” online at <<http://sja.ucdavis.edu/files/plagiarism.pdf>>.

## University Policies

Per University Policy S16-9 (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>.

## ARTH-DSGD 176A, Graphic Design History and Theory, Fall 2020 Course Schedule

Please note that study materials are posted to the Canvas within seven days after completion of related lectures. Schedule subject to change.

| Week | Date  | Topics, Readings, Assignments, Deadlines  |
|------|-------|---|
| 1    | 08/19 | <b>Course Introduction &amp; Concepts: Design and Graphic Design</b><br><b>Reading:</b> S. J. Eskilson-Introduction Chapter.<br><b>Optional Reading:</b> S. Heller and S. Chwast-Introduction Chapter.  |
| 2    | 08/24 | <b>Concept &amp; Context:</b> Elements and Principles of Graphic Design   |
| 2    | 08/26 | <b>The Roots of Graphics from Prehistoric Era to Renaissance</b><br><b>Optional Reading:</b> J. Craig and B. Barton, pp. 10-48.   |
| 3    | 08/31 | <b>Design in Renaissance: Standardization, Modularization and Gutenberg</b><br><b>Reading:</b> S. J. Eskilson-Introduction Chapter.<br><b>Optional Reading:</b> J. Drucker and E. McVarish-Chapter 4, pp. 56-82.  |
| 3    | 09/02 | <b>Developments in Print Technology and Typography:</b> Type Faces & Methods (Lithography and Chromolithography)<br><b>Reading:</b> S. J. Eskilson-Introduction Chapter.<br>Link: Ellen Lupton, “Letter Terminology” ( <a href="http://www.thinkingwithtype.com/contents/letter/">http://www.thinkingwithtype.com/contents/letter/</a> )<br>Video: Gutenberg Printing Press Works ( <a href="https://www.youtube.com/watch?v=DLctAw4JZXE">https://www.youtube.com/watch?v=DLctAw4JZXE</a> )<br>Video: Lithographic Process ( <a href="https://www.youtube.com/watch?v=nUXDltQfqSA">https://www.youtube.com/watch?v=nUXDltQfqSA</a> )<br><b>***TAKE HOME QUIZ: Due Date September 9, 2020.</b> |

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|----|-------|--|
| 4  | 09/07 | <b>LABOR DAY (No Class)</b>  |
| 4  | 09/09 | <b>Victorian Style, Industrialization, Arts and Crafts.</b><br><b>Reading:</b> S. J. Eskilson-First Chapter.<br><b>*** Take-Home Quiz Online Submission</b>  |
| 5  | 09/14 | <b>Art Nouveau I</b> (France, USA, Britain)<br><b>Reading:</b> S. J. Eskilson-Second Chapter.<br><b>Optional:</b> Richard S. Thornton, "Japanese Posters: The First 100 Years." Design Issues 6.1 (1989): 4-14 (JSTOR).  |
| 5  | 09/16 | <b>Art Nouveau II</b> (Scotland, Austria, Germany)<br><b>Reading:</b> S. J. Eskilson-Second Chapter.   |
| 6  | 09/21 | <b>Sachplakat, The First World War and Dada.</b><br><b>Reading:</b> S. J. Eskilson-Third Chapter.  |
| 6  | 09/23 | <b>20th Century Modernism: Modern Art &amp; Design.</b><br><b>Reading:</b> S. J. Eskilson-Fourth Chapter.<br><b>Optional Reading:</b> S. Heller and S. Chwast-Modern Chapter, pp. 88-118.<br><b>Optional Reading:</b> David Cundy, "Marinetti and Italian Futurist Typography," in Art Journal, vol. 41, no. 4, Futurism (Winter 1981): 349-352 (JSTOR). |
| 7  | 09/28 | <b>Research Day x Workshop: Title, Abstract and Keywords.</b><br><b>Research Paper Abstract Submission Due Date:</b> October 07, 2020.   |
| 7  | 09/30 | <b>Study Quiz: Exam Preparation</b>  |
| 8  | 10/05 | <b>MIDTERM</b> (covers weeks 1-6).   |
| 8  | 10/07 | <b>De Stijl, Russian Constructivism and Suprematism</b><br><b>Reading:</b> S. J. Eskilson-Fifth Chapter.<br><b>Optional Reading:</b> Steven Heller, "The Revolutionary Designs of the Stenberg Brothers," in MoMA, no. 25 (Summer, 1997), 12-15 (JSTOR)<br><b>***Research Paper Abstract Submission DUE DATE</b>   |
| 9  | 10/12 | <b>Bauhaus and Graphic Design</b><br><b>Reading:</b> S. J. Eskilson-Sixth Chapter.   |
| 9  | 10/14 | <b>American Modernism and the Second World War</b><br><b>Reading:</b> S. J. Eskilson- Seventh Chapter.   |
| 10 | 10/19 | <b>The International Style Spread of the Swiss Style</b><br><b>Reading:</b> S. J. Eskilson- Eighth Chapter, pp. 286–303.<br><b>Reading:</b> R. Roger Remington, excerpt from Lester Beall: Trailblazer of American Graphic Design.   |
| 10 | 10/21 | <b>The International Style in Europe and the USA, Corporate Identity</b><br><b>Reading:</b> S. J. Eskilson- Eighth Chapter, pp. 304–319.   |
| 11 | 10/26 | <b>Postmodernism-I: Art, Design and Architecture</b><br><b>Reading:</b> S. J. Eskilson- Ninth Chapter.   |
| 11 | 10/28 | <b>Postmodernism-II: Design Studios and Digital Typography</b><br><b>Reading:</b> S. J. Eskilson- Ninth Chapter.<br><b>Optional Reading:</b> excerpt from Seymour Chwast, The Push Pin Graphic: A Quarter  |

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|                   |              | Century of Innovative Design and Illustration, ed. Steven Heller and Martin Venezky.<br><b>***Individual Research (Full) Paper Submission DUE DATE</b> |
| 12                | 11/02        | <b>Graphic Design and the Built Environment in the 21th Century</b><br><b>Reading:</b> Poulin Richard – Fourth Chapter, pp. 229-246.                   |
| 12                | 11/04        | <b>Contemporary Graphic Design</b><br><b>Reading:</b> S. J. Eskilson- Chapter 10.  |
| 13                | 11/09        | <b>New Graphics: Web Design and Design for Web</b><br><b>Reading:</b> S. J. Eskilson- Chapter 10.  |
| 13                | 11/11        | <b>VETERANS DAY (No Class)</b>   |
| 14                | 11/16        | <b>Workshop for Group Presentations:</b> Research & Sketch and Discuss.  |
| 14                | 11/18        | <b>New Media and Tools</b>   |
| 15                | 11/23        | <b>Study Quiz – Exam Preparation</b>   |
| 15                | 11/25        | <b>Non-Instructional Day (No Class)</b>  |
| 16                | 11/30        | <b>Student Presentations / Mandatory Attendance</b>  |
| 16                | 12/02        | <b>Student Presentations/ Mandatory Attendance</b>   |
| 17                | 12/07        | <b>Student Presentations/ Mandatory Attendance</b>   |
| <b>Final Exam</b> | <b>12/15</b> | <b>FINAL EXAM</b><br><b>December 15</b><br><b>12.15 p.m.</b>   |