

Liz Throop  
**History of Graphic Design**  
grd 3910 crn 84118; grd 6910 crn 84824  
9:30 – 10:45 T, Th Fall 2012  
Classroom CS 505

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Office hours by appointment Tues 11 – 12

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This course is designated as the first of two CRITICAL THINKING THROUGH WRITING (CTW) courses required of BFA Graphic Design majors. This component of the course requires students to engage, through writing, in critical thinking in relation to the course material. The University defines critical thinking through writing as

... a wide range of cognitive skills and intellectual dispositions needed to effectively identify, analyze, and evaluate arguments and truth claims; to discover and overcome personal prejudices; to formulate and present convincing reasons in support of conclusions; and to make reasonable, intelligent decisions about what to believe and what to do. (Bassham, Irwin, Nardone & Wallace, *Critical Thinking: A Student's Introduction* (McGraw-Hill, 2005, p. 1.)

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**COURSE DESCRIPTION:** Prerequisites: AH 1700 and 1750 with grades of C or higher, or consent of instructor. Survey of aesthetic, cultural, and technological influences on written and printed media including sources of modern design. Three credit hours.

**TEXTBOOK:** *Graphic Design: A Critical History 2nd edition*, by Drucker and McVarish, is required.

You are required to read messages from instructor sent to your student email account. You are required to post to the blog  
[GRD3910.blogspot.com](http://GRD3910.blogspot.com)

#### COURSE OBJECTIVES

~ Articulate how historical forces have shaped the appearance, practice, and social relevance of graphic design.

~ Organize clear and logical writing to support your claims about graphic design using language of the discipline. In these statements, you will identify the critical issues of works of graphic design within social, cultural, and political contexts. You will be expected to provide insightful analysis of works of graphic design.

~ Refine and develop your writing skills based on feedback from instructor and classmates. You will have opportunities to re-submit drafts of your papers.

~ Describe major landmarks and movements in the evolution of visual communication.

~ Identify technological, economic, and social factors which have influenced the practice of graphic design.

~ Differentiate specialities within the field of graphic design and identify their major practitioners.

Notice: This syllabus is subject to change. Additional assignments may be given and additional material may be covered.

**AUG 21 – TUES**  
Discuss course projects and goals. Discuss e-mail and Web resources.  
[www.grd3910.blogspot.com](http://www.grd3910.blogspot.com)

**AUG 23 – THURS**  
Have read Ch. 1 (from blog if you don't yet have textbook). Vocabulary: phonetic; alphabet; ligature; serif; split-reed pen; flat nib; roman capitals; serifs; script, ethnocentrism  
*1.12a Alphabetic scripts*  
*1.14 Runes*

**AUG 28 – TUES**  
Have read Drucker Ch. 2 "Classical Literacy."  
*2.10 Rustic brushwork*  
*2.16a Trajan's column detail*

**AUG 30 – THURS**  
Vocabulary: relief printing; block book; moveable type; parchment; paper; upper and lower case.

**SEPT 4 – TUES**  
Have read ch. 3 Medieval letterforms and books.  
*3.7b Uncials*  
*3.7i Gothic rotunda*  
*3.11 Ars Moriendi*

**SEPT 6 – THURS**  
Discuss first project. Have read ch. 4 "Renaissance Design." Exemplar  
*4.1 Gutenberg Bible*  
*4.12b and c Nuremberg Chronicle*

**SEPT 11 – TUES**  
Have read Ch. 6, Industrial Production; Discuss the industrial revolution, lithography; advertising, and 19th c. letterforms.  
*6.13 Bewick, Quadrupeds*  
*6.14a Daumier, The Daugerrottype portrait; take practice quiz*

## History of Graphic Design

Fall 2012

### SEPT 13 – THURS

Have read Ch. 7 “Mass Mediation.” Class discussion on “Modernism” by Bernard; post remarks to blog.

*7.1b Mucha, Job cigarettes*

*7.24 Cheret, La Loie Fuller*

*7.27 Bernhard, Adler typewriters*

### SEPT 18 – TUES

Review all material to date, including textbook, Barnard, blog remarks, and lecture notes.

### SEPT 20 – THURS

Test #1 covering all material to date.

### SEPT 25 – TUES

Have read Ch. 8 “Formations of the Modern Movement.” Upload first worksheet to PAWS.

*8.5a Morris, Canterbury Tales*

*8.13 Klimt, 1st Secessionist Exhibition poster*

*8.23 Behrens, AEG poster*

### SEPT 27 – THURS

Have read Ch. 9 “Innovation and Persuasion.” Discuss propaganda.

*9.5c Depero, Depero Futurista*

*9.8 Lissitzky, The isms of art*

*9.22b Bayer, alphabet*

### OCT 2 – TUES

Turn in first CTW project, “\_\_\_ and Modern Design.” Discuss second project.

### OCT 4 – THURS

Have read Ch. 10 “The Culture of Consumption.” Discuss cubism, futurism, abstraction.

*10.3a Cassandre, sports cap ad*

*10.15a Beck, London Underground map*

*10.21b Tschichold, der burufsfotograph*

### OCT 09 – TUES

Drop Day. Have read Ch. 11 “Public Interest and Info Design.”

*11.9c Rockwell, Four Freedoms*

*11.9d Beall, REA poster*

### OCT 11 – THURS

Upload worksheet on “Mediating Messages” by beginning of class. Have read Ch. 12 “Corporate ID.” Discuss purism; plasticism; formalism.

*12.6 Cook and Shanosky, signage system*

*12.10 Odermatt, Schelling Bulletin*

*12.15 Hofmann, Herman Miller Collection ad*

### OCT 16 – TUES

Have read Ch. 13 “Pop and Protest.”

*13.1 DDB, LEMON Volkswagen ad*

*13.4a Glaser, Dylan poster*

*13.11b Moscoco, Grateful Dead poster*

### OCT 18 – THURS

Have read Ch. 14 “Postmodernism”

*14.6 Chantry, The Night Gallery poster*

*14.13a Matter, Swiss Tourism poster*

*14.13b Scher, Swatch poster*

### OCT 23 – TUES

Review all material since 9/25, including textbook, Yavuz, blog remarks, and lecture notes.

### OCT 25 – THURS

Test #2

### OCT 30 – TUES

Have uploaded worksheet for second project; class discussion on “Mediating Messages.”

### NOV 1 – THURS

Discuss Postmodernism.

*14.15b Anderson, Stock art catalog*

### NOV 6 – TUES

Discuss Ch. 15 “Digital Design”

*15.17a Licko, Oakland 8 typeface*

*15.18b Sagmeister, AIGA Detroit poster*

### NOV 8 – THURS

Upload second project by beginning of class. Discuss Ch. 16 “Globalism”

*16.7a Han Meilin, Olympic mascots*

*16.3a Global Traffic Map*

### NOV 13 – TUES

Project presentations

### NOV 15 – THURS

Project presentations

### NOV 27 – TUES

Student presentations; last day to turn in revisions to CTW projects.

### NOV 29 – THURS

Review textbook, readings, presentations, and lectures; receive take-home test.

### DEC 6 – TUES

Turn in Test 3 by 5:00 pm to Liz Throop’s mailbox in Art + Design office, ARTS117.

## History of Graphic Design

Fall 2012

### GRADING FORMULA

Participation	10%
Test 1*	20
Test 2*	20
Test 3*	20
Worksheet 1	05
CTW Project 1	20
Worksheet 2	05
CTW Project 2	20

\* The lowest of the 3 test scores will be dropped

NOTE: There are no make-up tests. If you are unable to be present for an in-class test, that grade will be dropped.

Test is 16 short answer questions and two essays for 40 possible points.

Criteria for evaluation of **projects** are thesis, complexity, research, writing craft, and synthesis. Projects are scored using a rubric:

37 - 40 points = A

32 - 36 points = B

28 - 31 points = C

24 - 27 points = D

0 - 23 points = F

Tests and other assignments are scored by percentage.

97 - 100% = A

91 - 96 = A-

88 - 90 = B+

85 - 87 = B

80 - 84 = B-

77 - 79 = C+

74 - 76 = C

70 - 73 = C-

67 - 69 = D+

60 - 66 = D

below 60 = F

Aug 21	23	Discuss projects and goals; Ch. 1 alphabets and writing systems.
	28	30 Ch. 2 Classical literacy.
	4	6 Ch 3, 4 Medieval, Renaissance, early printing. Begin first project.
	11	13 Ch. 6, 7 Industrial production; Mass Mediation; discussion on Modernism reading.
	18	20 Review; test #1.
	25	27 Turn in worksheet; Ch. 8, 9. Arts and Crafts; Art Nouveau; persuasion: Futurism, Constructivism.
Oct 2	4	Turn in first project; discuss second project. Ch. 10 Culture of consumption.
	9	11 Ch. 11, 12 Information design; Corporate ID. Upload worksheet #2.
	16	18 Ch. 13, 14 Pop and Protest; Postmodernism
	23	25 Review; test #2.
	30	Nov 1 Upload 2nd worksheet. Discuss Yavuz reading; Postmodernism continued.
	6	8 Ch. 15, 16 Digital; Globalism. Turn in 2nd project.
	13	15 Presentations
	20	22 holiday
	27	29 Presentations; review; receive take-home test.
	06	Turn in test by 5 pm Tuesday.

The course syllabus provides a general plan for the course; deviations may be necessary. ¶ Your constructive assessment of this course plays an indispensable role in shaping education at Georgia State. Upon completing this course, please take time to fill out the online course evaluation. ¶ Students who wish to request accommodation for disability should do so by registering with the Office of Disability Services. Students may only be accommodated upon issuance by the Office of Disability Services of a signed Accommodation Plan and are responsible for showing that plan to instructors of all classes in which accommodation is sought.