



**Instructor: Professor Marvin R. Milian**

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**Individual Appointments: schedule as needed or by phone**

Could this course really matter?

The author of our text, Phillip B. Meggs, wrote that, "If we understand the past, we will be better able to continue a culture legacy of beautiful form and effective communication. If we ignore this legacy, we run the risk of becoming buried in a mindless morass of a commercialism whose mole-like vision ignores human values and needs as it burrows forward into the darkness."

It is our responsibility as historians to understand visual communication. We are often desensitized to visual culture and saturated by images. It is the purpose of this course to disseminate decades of design strategies and theory in order to gain valuable insight to the visual world around us both in modernity and historically.

#### Course Description

Parts One and Two deal primarily with the history of graphic design and directly correspond with the content of Meggs' History of Graphic Design text. Sections Three, Four, and Five will cover a chronological overview of graphic design and art from the Industrial Revolution into contemporary culture. Further, since the inception of this course graphic design has evolved and can now be studied as part of the modern day digital revolution and this course will conclude with an examination of this metamorphosis.

#### Course Learning Objectives

Describe how the visual and functional design forms and strategies of specific time periods express larger intellectual and cultural values and issues.

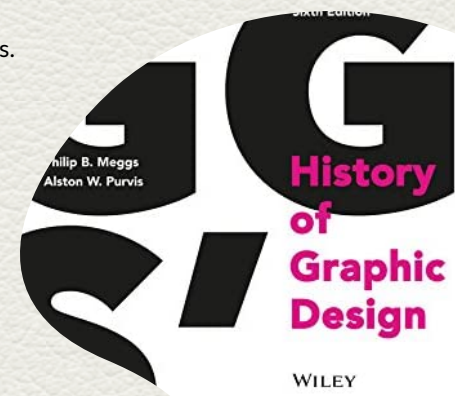
- Articulate the relationships among design disciplines
- Explain the relationships between design theories and their practical applications to utilitarian art forms.
- Recognize the influence of Western and Non- Western art histories on mass-produced art forms.

#### Required Materials

**Textbook** Meggs' History of Graphic Design, Sixth Edition by Phillip B. Meggs' and Alston W. Purvis.

ISBN: 978-1-118-77205-8

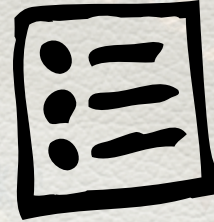
The text can be purchased as a hard copy at the PLNU bookstore, on Amazon, Barnes & Noble, or as an eBook



## Course Structure

Our 16-week course is structured by week. Each of the 16 weeks is presented as a module of learning that contains that week's content information and assignments.

Each week we will meet at Liberty Station on Monday and Wednesday, unless a hybrid format is adopted, in which you are expected to attend one pre-assigned day (either Monday or Wednesday), with the rest of the week reserved for distance learning. 100% online also possible.



## 1 INTRODUCTIONS

8/17

Peer introductions, syllabus review, and introduction to the world of design history.

## 2 WRITING & ALPHABETS

8/24

Reading:

Chapter 1 & Chapter 2 Assignments:

Listen to BBC Podcast and Discussion (50 Points), Introduction by way of pictograph (50 Points)

## 3 THE ASIAN CONTRIBUTION

8/31

Reading:

Chapter 3

Assignments:

Met Museum: Dream Logic (50 Points)

## 4 ILLUMINATED MANUSCRIPTS

9/7

Reading:

Chapter 4

Assignments:

Essay I (50 Points)

## 5 PRINTING IN EUROPE

9/14

Reading:

Chapter 5 & Chapter 6

Assignments:

Printers' Mark (100 Points)

## 6 RENAISSANCE PLUS TYPOGRAPHY

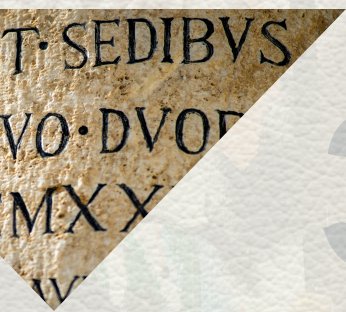
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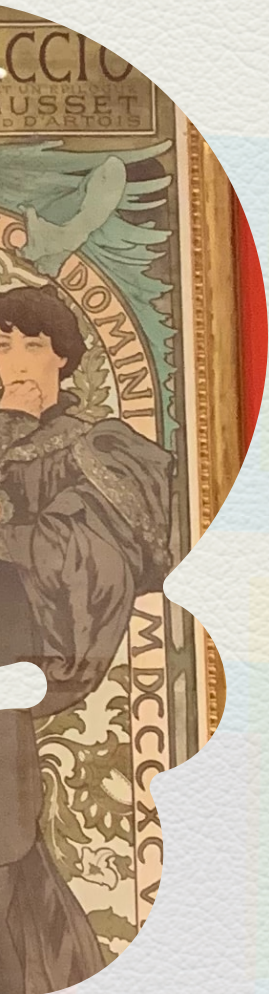
Reading:

Chapter 7 & Chapter 8

Assignments:

Innovations in the Early Modern Era (50 points)





## 7 INDUSTRIAL REVOLUTION

9/28

Reading:

Chapter 9

Assignments:

The Separation of Design from Production (50 Points)

## 8 JAPONISME & ART NOUVEAU

10/5

Reading:

Chapter 11

Assignments:

Essay II: Enduring Design (100 Points)

## 9 MODERNISM

10/12

Reading:

Chapter 13 & Chapter 14

Assignments:

WWI Propaganda Posters (50 Points)

## 10 MIDTERM

\*\*\*Midterm (300 Points) 10/19 & 10/23\*\*\*

## 11 BAUHAUS

10/26

Reading:

Chapter 15 & Chapter 16

Assignments:

Designing Geometric Alphabet (50 Points)

## 12 MODERN AMERICA

11/2

Reading:

Chapter 17

Assignments:

Designing Mid-Century Domestic Interiors (100 Points)

## 13 INTERNATIONAL

11/9

Reading:

Chapter 18

Assignments:

Helvetica Discussion (50 Points)



## GLOBAL & DIGITAL

11/16

### Reading:

Chapter 23 & Chapter 24

### Assignments:

IKEA Visit (Extra Credit)

## THANKSGIVING RECESS

Week Fifteen Thanksgiving Recess 11/23

Essay Due

12/4

FINAL

**Netiquette is a set of rules for behaving properly online. Something about cyberspace makes it easy for people to forget that they are interacting with other real people. The following bullet points cover some basics to communicating online:**

- Be sensitive to the fact that there will be cultural and linguistic backgrounds, as well as different political and religious beliefs, plus just differences in general.
- Use good taste when composing your responses in Discussion Forums. Swearing and profanity is also part of being sensitive to your classmates and should be avoided. Also consider that slang can be misunderstood or misinterpreted.
- Don't use all capital letters when composing your responses as this is considered "shouting" on the Internet and is regarded as impolite or aggressive. It can also be stressful on the eye when trying to read your message.
- Be respectful of others' views and opinions. Avoid "flaming" (publicly attacking or insulting) them as this can cause hurt feelings and decrease the chances of getting all different types of points of view.
- Be careful when using acronyms. If you use an acronym it is best to spell out its meaning first, then put the acronym in parentheses afterward, for example: Frequently Asked Questions (FAQs). After that you can use the acronym freely throughout your message.
- Use good grammar and spelling, and avoid using text messaging shortcuts.

### Assignments

Each of Parts One-Five of our course will include:

- Attendance and Participation 100
- Discussions 300
- Assignments 550
- Final Essay 100
- Midterm & Final Exam 300

Total: 1350

Each of Parts One-Five of our course will include:

- written responses to readings and multimedia presentations of information
- group discussions
- developing mechanisms to organize and categorize content
- a site visit and an accompanying assignment
- a major essay or project (with the exception of Part 5)

### Assessments and Grades

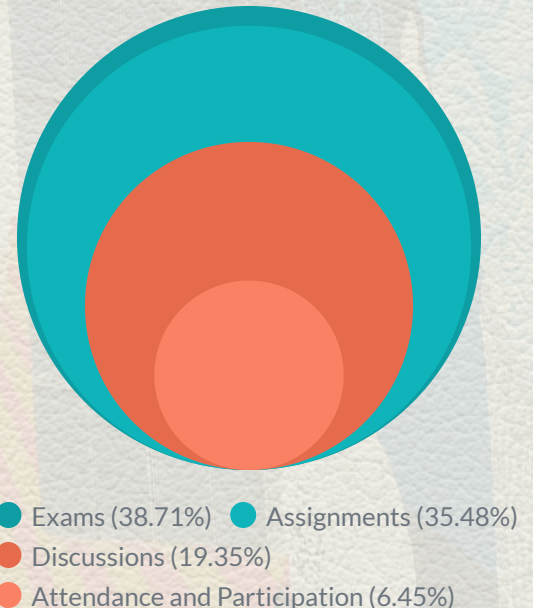
I will follow the traditional grading scale and award final grades as follows:

**Grading scale:** A+=98-100%; A=93-97%; A-=90-92%; B+=88-89%; B=83-87%; B-=80-82%; C+=78-79%; C=73-77%; C-=70-72%; D+=68-69%; D=63-67%; D-=60-62%; F=59% and lower

Grades are based on total running points. Ultimately your grade will be comprised of many low-stake weekly assignments (worth approximately 50 points/wk.), 3 major high-stake essays and projects (worth approximately 100 points each), a final essay (worth approximately 100 points), and a midterm and final worth 300 points each.

### Late Work and Make-Up Work

I do understand that life can be complicated and that there are unpleasant surprises. **However, any work that is turned in late will automatically receive a penalty grade of -10% per day that it is late. Work that is more than 3 days late will not be accepted.** If there are extenuating circumstances that prevent you from turning in your work on time, we can discuss your situation individually and you will be required to provide me with proper documentation, at my discretion, in order for the work to be accepted.





### California Educational Code 55002

(Class attendance is not a measure of performance or proficiency. Whether a student is just physically present in the class is not a valid basis for grading. Reference Title 5 Section 55002 of the California Code of Regulations: (A) Grading Policy. The course provides for measurement of student performance in terms of stated course objectives and culminates in a formal, permanently recorded grade based upon uniform standards in accordance with section 55758 of this Division. The grade is based on demonstrated proficiency in the subject matter and the ability to demonstrate that proficiency, at least in part, by means of written expression that may include essays, or, in courses where the curriculum committee deems them to be appropriate, by problem solving exercises or skills demonstrations by students.)

### Canvas

You are expected to login into Canvas several times weekly to access course material, participate in learning activities and submit assignments. Check your email daily, M-F, for announcements. If you need to know the **technical steps to complete an assignment** or work within the Canvas environment, click the 'Help' link in the gold bar at the top of the course menu and choose from the options in the Help menu (screenshot below) that may best suit your needs. Always search the Canvas Guides before seeking help from a Canvas expert or me.

### Site Visits

This course requires site visits that correspond with our content material. We will discuss options for this aspect of the course so that we can accommodate as many needs as possible. Details TBA.

### What you can expect from me

You can expect me to: work hard to facilitate your learning, be available to help you individually on an as-needed basis and be dedicated to your success. I will regularly post announcements for our class and will answer questions concerning assignments and course content. I will make best efforts to respond to your inquiries within 24 hours, M-F. Please be patient and know that I am responding to many students.

### The Nature of Our Course Content

The subjects and material covered in this course are presently objectively and reflect the beliefs and practices of humans over thousands of years and many cultures. While we may not individually or collectively endorse certain beliefs, practices or representations reflected in art, much can be gained from learning about different perspectives. This course is intended to “develop a critical appreciation of human expression” in students. If you are concerned with a particular content area, please contact me directly and we will discuss your concerns.

### Academic Honesty

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, academic dishonesty is the act of presenting information, ideas, and/or concepts, as one's own when in reality they are the results of another person's creativity and effort. Violations of university academic honesty include cheating, plagiarism, falsification, aiding the academic dishonesty of others, or malicious misuse of university resources. The instructor who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course following the procedure in the university catalog. Students may appeal also using the procedure in the university catalog. See [Academic Policies](#) for further information.

### Academic Accommodations

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may request academic accommodations. At Point Loma Nazarene University, students must request that academic accommodations by filing documentation with the [Disability Resource Center](#) (DRC), located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See [Academic Policies](#) in the (undergrad/graduate as appropriate) academic catalog.

### Ferpa Policy

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (Note: each faculty member should choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetical roster.). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the “Information Release” section of the student portal. See [Policy Statements](#) in the (undergrad/ graduate as appropriate) academic catalog.