

History of Graphic Design 215

Binghamton University

Arts 215 History of Graphic Design

Instructor: Mike Wesko

Classroom: Science III 11:40 am - 2:40 pm Tuesday and Thursday

Office Hours: By appointment only

Required Text Book:

Meggs' History of Graphic Design by Philip B. Meggs and Alston W. Purvis
John Wiley & Sons, Inc.
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Class Description:

This course surveys the pivotal events and achievements that led to the current state of graphic communication. The unceasing quest to give form to ideas is traced from the pictographs painted on cave walls to the latest imaginative designs. Through lectures, presentations, discussions, research and studio projects, students are introduced to the creative thinkers, important innovations and breakthrough technologies that have shaped the evolution of visual communication.

Weekly reading assignments from the text book will be the basis for classroom discussion and outside assignments. Each student will be responsible to research related topics, designers, and design work. Outside research projects will follow the format directed by the instructor and should be kept in a 3-ring binder. Tests will be also be given throughout the class during the semester.

The instructor will announce in class what will be required for the next class period.

Should a student fall behind or is confronted with difficulty in doing the work, the student should immediately meet with the instructor to work out the problem.

General Rules:

- Students should be on time for each class.
 - Being late by 15 minutes or more will be considered an absence.
- Bring all required tools and materials to class
 - Textbook, notebook, 8 1/2" x 11" color laser paper, flash drive, CDs
- No distracting noise that might disturb classmates.
- No cell phones, ipods (except as backup devices) or MP3 players allowed during class time.
- No food or drink in the classroom (a short break will be given if necessary).
- Clean your work space before leaving for the day.
- Before leaving, copy your files to your folder on the server and backup on appropriate device
 - (flash drive and/or CD), make sure you take it with you.

Your final grade for the semester will be based on:

- the outside project grades,
- the test grades,
- effort,
- attitude
- attendance
- and participation.

At mid-term, any student not working up to expectations will be told verbally. It is assumed that the students in this class are interested, motivated, and willing to work to complete the given assignments.

Please enjoy the class but, take the work seriously. The class will be valuable in that it will provide a sound basis for future graphic design work as well as an opportunity to enhance verbal skills and the development of excellent writing skills.

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1. Projects: Outside research related to the sections in the text book will provide additional information to enhance the period being discussed.

You will be required to produce projects (one for each section studied) using a page layout program, InDesign. There will be five outside research assignments given during the semester that will be assigned. You will also be required to present one of your outside research assignments to the class in addition to turning in the printed pieces for each of the five assignments.

2. Tests: There will be five tests during the semester after each section. Tests will consist of multiple choice, true/false, fill-in-the blank, short essays/identification of art/artists work.

I will make every effort to grade tests and return them to you by the next class following the test.

3. Evaluation: Projects will be submitted on the assigned dates at the end of class or a grade of "F" will be given for that project. The evaluation will be given based on a rubric.

I will make every effort to grade projects and return them to you by the next class following the due date.

Proof everything! There is no excuse for mis-spelled words or bad grammar. This is a college-level course and professional correspondence is expected whether it's in an email message or on an assignment for any one of your courses.

4. Attendance: Students are expected to attend all classes and to remain in class for the full class period, breaks will be provided. Be on time. Class starts at 11:40 am, which means the you are in the classroom prior to 11:40 am and ready to begin. The class meets twice a week for three hours, any absences are discouraged. The only excused absence is illness or death in the family.

If you have a valid excuse to be absent in advance, contact the Art Department office (Room 223) 777-2667 or email me at mwesko@binghamton.edu

5. Outside Research Work: The time outside of class will vary for each student depending on their skills. The Design Computer lab will be available for your use. If there are questions regarding the programs available, please contact the instructor.

Should you have any concerns or questions on the above, please feel free to discuss them with me.