

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

ARTS 603

HISTORY OF GRAPHIC DESIGN

COURSE DESCRIPTION

A study of graphic communication from cave walls to the printed page to online digital communication. Students will consider how the advent of new technologies changed the graphic form of our communication. Students will be required to do topic related projects that will demonstrate their understanding. The final presentation will demonstrate the integration of historical styles with present design trends.

RATIONALE

This course will cover the history of designers, technology, and important developments that have brought about the field of graphic design. The student will look at some of the social, political, and economic trends that have impacted design over time and how they may influence Christian designers in the future. This course is important for the MFA student in order for him/her to understand how past trends and work play a major role in providing inspiration for contemporary design.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. RECOMMENDED RESOURCE

Heller, Steven, and Mirko Illic. *Icons of Graphic Design*. 2nd ed. New York City: Thames and Hudson Publishing, 2008. ISBN: 9780500287293.

IV. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office
- D. Adobe Suite

V. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Identify major graphic styles from the past.
- B. Recognize techniques and media used in graphic art.
- C. Relate historic styles and their influences to the present.
- D. Recognize prominent graphic artists and their contribution to the development of popular styles.

VI. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (8)

Discussion boards are collaborative learning experiences. Therefore, the student will create a thread in response to the provided prompt for each forum. Each thread must be at least 350 words, demonstrate course-related knowledge, and be supported by biblical principles. In addition to the thread, the student will reply to at least 2 classmates' threads. Each reply must be at least 150 words and be supported by biblical principles.

- D. Design Project

Written Summaries (8)

Each module/week, the student will complete research and compose a written essay of the design style in question. This design essay must be between 300–500 words in length with appropriate sources cited.

Project (8)

Each module/week, the student will complete a design project that is based on and incorporates the design style(s) studied during that module/week. The body copy used for each design project will be based on the essay written by the student. Each project will be submitted as a PDF document for review and feedback.

- E. Quizzes (8)

Each quiz will cover the Reading & Study material for the modules/weeks in which it is assigned. Each quiz will be open-book/open-notes, contain 10 multiple-choice and true/false questions, and have a 1-hour time limit.

VII. COURSE GRADING AND POLICIES

- A. Points

Course Requirements Checklist	10
Discussion Board Forums (8 at 40 pts ea)	320
Design Project	

Lecture Project	75
Book Jacket	75
Pamphlet	75
Pattern Design and Application	75
Advertisement	75
Identity	75
Web Banner Ad Series	75
Website Homepage	75
Quizzes (8 at 10 pts ea)	80
Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 D+ = 740–759 D = 700–739
 D- = 680–699 F = 0–679

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

ARTS 603

Textbook: Meggs & Purvis, *Meggs' History of Graphic Design* (2016).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Meggs & Purvis: chs. 1–3 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1 Design Project – Lecture Project Quiz 1	10 0 40 75 10
2	Meggs & Purvis: chs. 4–8 1 presentation	DB Forum 2 Design Project – Book Jacket Quiz 2	40 75 10
3	Meggs & Purvis: chs. 9–12 1 presentation	DB Forum 3 Design Project – Pamphlet Quiz 3	40 75 10
4	Meggs & Purvis: chs. 13 1 presentation	DB Forum 4 Design Project – Pattern Design and Application Quiz 4	40 75 10
5	Meggs & Purvis: chs. 14–17 1 presentation	DB Forum 5 Design Project – Advertisement Quiz 5	40 75 10
6	Meggs & Purvis: chs. 18–20 1 presentation	DB Forum 6 Design Project – Identity Quiz 6	40 75 10
7	Meggs & Purvis: chs. 21–23 1 presentation	DB Forum 7 Design Project – Web Banner Ad Series Quiz 7	40 75 10
8	Meggs & Purvis: ch. 24 1 presentation	DB Forum 8 Design Project – Website Homepage Quiz 8	40 75 10
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.