

Course Description:

This course introduces the history of visual communication, including text and image. Lectures, slides, and discussions focus on the work of important practitioners in the field and on the historical and cultural significance of design, technology, and innovation

Course Objectives:

- Learn how history, technology, and the needs of society shape and are shaped by communication.
- Follow how the role of a designer has changed over history.
- Study the work of different designers and design movements.
- Discuss communication design from the time of cave markings through today.
- Compare and contrast modern day design with historical developments.
- Create a visual representation of the history of communication design.

Computer Science Program Learning Outcomes (PLOs):

1. Understand the fundamental concepts of computer science including algorithms and data structures.
2. Understand modern computer systems, databases, and networking.
3. Display an understanding and ability to implement current programming methodologies.
4. Become proficient with system design based on object-oriented programming.
5. Work as a team in workgroup environments.

Course Materials:

Drucker, J., & McVarish, E. (2013). *Graphic design history: A critical guide* (2nd ed.). New York: Pearson.

Suggested reading material:

Eskilson, S. J. (2007). *Graphic design: A new history* (Frascara, J. (2004).

Frascara, J. (2004). *Communication design*. New York: Allworth Press.

Heller, S. (2004). *Design literacy: Understanding graphic design*. New York: Allworth.

McCloud, S. (1993). *Understanding comics: The invisible art*. (New York: Harper Perennial.

Meggs, P. B., & Purvis, A. W. (2012). *Meggs' history of graphic design* (5th ed.). Hoboken, New Jersey: Wiley.

Course Schedule:

This is a web-delivered course. This course will utilize the Sul Ross Blackboard system. It is a student's responsibility to log into Blackboard regularly and stay apprised of all course happenings. This course will be a combination of textbook reading, PowerPoint review, chapter quizzes, discussion boards, a paper and a project.

Attendance:

Policies in effect for on-campus, traditional classroom instruction courses also apply to students enrolled in distance education courses, including Web-based and ITV courses. The University allows a maximum of 20% absences in a course before an instructor may drop a student for excessive absences with a grade of "F" or a "W". In distance education courses, this policy is interpreted as non-participation; once a student has been documented as nonparticipating for more than 3 weeks of inactivity during a long semester or 1 week of inactivity during a summer session, the instructor may drop the student from the course with a grade of "F" or a "W". Non-participation and inactivity may include not logging on to the course, not submitting assignments or participating in other assigned activities as scheduled, not communicating with the instructor by phone or e-mail, and/or not following the instructor's participation guidelines stated in the syllabus.

ADA:

Sul Ross State University is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Mary Schwartz, M.Ed., L.P.C., in Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-171, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203. Email: mschwartz@sulross.edu.

Grading:

You will be graded on the following

Discussion boards	30%
Semester projects	20%
History of communication design paper	25%
Final project	25%

Brief description of assignments

Discussion boards

Discussion board prompts will be based on material from *Graphic design history: A critical guide*. There will be at least one discussion board posting required each week.

For each discussion board post you will be required to write well developed responses to the prompt that include in text citation of sources for text and/or photographs, in addition to a reference section. Each initial post will be due by Friday at 11:59pm of the current week. Additionally, you are required to respond to at least one peers post by Sunday at 11:59 of the current week. Responses should be quality, constructive and well thought out.

Semester projects

As the semester progresses, you will create and present a few design projects, including: creation of a business card, presentation of a former advertising campaign and discussion of its success, and creation of a history of communication design infographic.

History of communication design paper

Write a 1500-2000 word essay exploring a particular period in the history of communication design, and how it relates to modern day design. Include images representative of methods of communication during that period and their development for modern day communication. The images should be included seamlessly within the structure and content of your paper. Sources for text and images will need in-text citations, and a reference page will be included at the end of your paper.

Final project

Create a 12-15 slide PowerPoint presentation. This PowerPoint should be a visual representation of the development of communication design, text may be used in the form of dates and descriptions, but as an additive to your visual representation. Seventy-five percent of your presentation should be image based. You will be able to select the starting time period for your presentation, concluding with current modern day communication design. Sources for text and images will need in-slide citations. Additionally a reference page style slide should be included at the end of your presentation.

All assignments are required to be submitted by their due date. **Late work will not be accepted** without prior discussion and approval.

Weekly Breakdown

Schedule subject to change at any time throughout the semester

Week 1

Online participation statement – Discussion board (due by Friday)
Introductions – Discussion board (due by Friday, response by Sunday)
Communication Design – Discussion board (due by Friday, response by Sunday)

Week 2

Chapter 1 – Discussion board (due by Friday, response by Sunday)
Chapter 2 – Discussion board (due by Friday, response by Sunday)
Review PowerPoint slides for Chapter 1 and Chapter 2

Week 3

Chapter 3 – Discussion board (due by Friday, response by Sunday)
Chapter 4 – Discussion board (due by Friday, response by Sunday)
Review PowerPoint slides for Chapter 3 and Chapter 4

Week 4

Chapter 5 – Discussion board (due by Friday, response by Sunday)
Review PowerPoint slides for Chapter 5
Business Card Project

Week 5

Business Card Due
Chapter 6 – Discussion board (due by Friday, response by Sunday)
Review PowerPoint slides for Chapter 6

Week 6

Chapter 7 – Discussion board (due by Friday, response by Sunday)
Review PowerPoint slides for Chapter 7
Advertising Project

Week 7

Advertising Project Due
Chapter 8 – Discussion board (due by Friday, response by Sunday)
Review PowerPoint slides for Chapter 8

Week 8

Chapter 9 – Discussion board (due by Friday, response by Sunday)
Chapter 10 – Discussion board (due by Friday, response by Sunday)
Review PowerPoint slides for Chapter 9 and Chapter 10

Week 9

Chapter 11 – Discussion board (due by Friday, response by Sunday)

Review PowerPoint slides for Chapter 11
Infographic Project

Week 10

Infographic Project Due

Chapter 12 – Discussion board (due by Friday, response by Sunday)

Review PowerPoint slides for Chapter 12

Week 11

Chapter 13 – Discussion board (due by Friday, response by Sunday)

Review PowerPoint slides for Chapter 13

Week 12

Chapter 14 – Discussion board (due by Friday, response by Sunday)

Chapter 15 – Discussion board (due by Friday, response by Sunday)

Review PowerPoint slides for Chapter 14 and Chapter 15

Week 13

Chapter 16 – Discussion board (due by Friday, response by Sunday)

Review PowerPoint slides for Chapter 16

Week 14

History of Communication Design Paper Due

Week 15

Final Project Due