

Spring  
2025

Art History  
For The Graphic Designer  
**CSA 3325**

Section: W01  
Asynchronous Online Course

### Course Description

This course is a survey of the visual arts of the world tailored specifically to the needs of designers. It will cover all regions and periods of the visual arts and focus on how students can utilize historical styles for their own design work. Emphasis will be placed on how to replicate authentic and historical styles for a variety of design purposes, including gaming, print, costume, theatre, and communication design applications. The course will include lectures, discussions, and hands-on projects that encourage students to explore historical styles and their practical applications in modern design.

### Learning Objectives

The goals of this course are to:

- Develop an understanding of the major artistic movements and styles throughout history.
- Analyze the visual elements and principles that define different historical periods and regions.
- Apply historical styles to contemporary design projects, including gaming, print, costume, theatre, and communication design.
- Improve critical thinking skills by evaluating and interpreting historical art and its cultural significance.
- Demonstrate proficiency in replicating authentic historical styles for design purposes through hands-on projects.
- Cultivate a deeper appreciation for the influence of global art history on modern design practices.

### Required Textbooks

***None Required***

### Instructor:

Keith Wall

keith.wall@sulross.edu

### Office Hours:

If you have any issues or questions please message Keith Wall on Blackboard or email to arrange a meeting time.

# Welcome to Art History For The Graphic Designer

I am thrilled to have you in this course and look forward to guiding you through an exploration of the visual arts from a designer's perspective. Whether you are familiar with art history or new to the subject, this course is designed to inspire and equip you with the knowledge and skills to integrate historical styles into your design work. Together, we will uncover the connections between past and present, and you'll leave this class with tools to enrich your creative practice.

## What to expect

This course combines engaging lectures, interactive discussions, and creative hands-on projects to explore the rich history of visual arts worldwide. During this course we will:

- Delve into artistic periods or regions, examining cultural, social, and historical contexts.
- Discuss how these historical styles influence and inspire modern design practices.
- Complete exercises and projects that challenge you to replicate or reinterpret historical styles in practical design applications..

### *Course Structure*

This is an asynchronous online course, meaning you have the flexibility to complete the weekly assignments and participate in discussions without the obligation of a formal meeting time. However, it is crucial to stay on track with the course schedule to ensure you are building on your skills each week. All course materials, including lectures, readings, assignments, and discussion forums, will be available on Blackboard.

### *Participation and Engagement*

While we do not have scheduled class meetings, active participation is still an essential component of this course. Engaging in discussion forums and peer reviews will not only help you refine your ideas but also allow you to learn from your classmates' perspectives. Your participation will count towards your final grade, so be sure to contribute thoughtfully and regularly.

### *Communication*

My role is to support your learning journey, and I encourage you to reach out with any questions or concerns. I am available via Blackboard or email and will respond to inquiries promptly. Additionally, I offer virtual office hours by appointment, where we can discuss any challenges you might be facing or provide further clarification on assignments.

### *Supportive Statement*

I aim to create a learning environment that supports various perspectives and experiences. I understand that the recent pandemic, economic disparity, health concerns, or unexpected life events may impact the conditions necessary for you to succeed. My commitment is to help you meet the learning objectives of this course and demonstrate my dedication to you and the mission of Sul Ross State University. If you feel that your performance in class is being impacted by outside experiences, please don't hesitate to come and talk with me. I want to be a resource for you.

### *Sketches*

As you progress in the class, you will get ideas to work on. It is important that you jot them down on your sketchbook or a piece of paper that is later glued into the sketchbook. The more you sketch, the better thinker you will become. Some assignments or projects will have a required number of sketches that will be expected of you. Make sure to read each assignment for details.

## *Research*

You are expected to do research for every project: visual research to get ideas and subject/content research to understand your topic. Other types of research may be needed from time to time. For example, if your project uses a special technique, you will need to research that technique, study how others have done it and learn from them. It is important that you learn to offer a sound rationale for your solutions. An artist must be a good thinker and a strategist, therefore, proper documentation and research is critical.

## *Deadlines*

Missing a deadline is strongly discouraged. Students are expected to complete all assigned course work. Failure to turn in even one assignment can be destructive to the grade average. Late assignments are accepted, but they will be deducted by 6 points.

## **Supplies**

- Laptop or desktop computer
- Adobe Creative Cloud
- 1TB portable hard drive
- Sketchbook 8.5"x11"
- Tracing Paper 8.5"x11"
- 3-ring Binder
- Pens, Pencils & Color Pencils
- Digital Drawing Tablet
- Digital Camera

## **Classroom Climate of Respect**

This class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose, and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still, we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

## **Academic Integrity**

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid the temptation to engage in behaviors that violate academic integrity, such as turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. Students should also avoid using open AI sources unless permission is expressly given for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

## **Student Responsibilities Statement**

All full-time and part-time students are responsible for familiarizing themselves with the Student Handbook and the Undergraduate & Graduate Catalog and for abiding by the University rules and regulations. Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state, and local laws and is expected to familiarize themselves with the requirements of such laws.

## SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website.

Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires a secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook.

## Sul Ross State University ADA Statement

Sul Ross State University (SRSU) is committed to providing equal access in compliance with the Americans with Disabilities Act of 1973. It is the policy of SRSU to offer reasonable accommodations to students with documented disabilities. Each semester, it is the student's responsibility to initiate a request for accommodations for each class.

Students seeking accessibility or accommodations services must contact:

**Mrs. Mary Schwartz Grisham, LPC, Accessibility Services Director**

Phone: 432-837-8203

Email: mschwartz@sulross.edu

**Ronnie Harris, LPC, Counselor**

Phone: 432-837-8203

Email: ronnie.harris@sulross.edu

*RGC students can also contact:*

Alejandra Valdez

Phone: 830-758-5006

Email: alejandra.valdez@sulross.edu

Our office is located on the first floor of Ferguson Hall, Room 112. Mailing Address: P.O. Box C122, Sul Ross State University, Alpine, Texas, 79832.

## Counseling

Sul Ross has partnered with TimelyCare, where all SRSU students have access to nine free counseling sessions. You can learn more about this 24/7/365 support by visiting TimelyCare/SRSU. The SRSU Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall, Room 112 (Alpine campus), and telehealth Zoom sessions for remote and RGC students.

## Libraries

The Bryan Wildenthal Memorial Library and Archives of the Big Bend in Alpine offer FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website: [library.sulross.edu](http://library.sulross.edu). Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email at [srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu), or by phone at 432-837-8123.

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting [library.sulross.edu/find-and-borrow/texshare/](http://library.sulross.edu/find-and-borrow/texshare/) or ask a librarian by emailing [srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu).

Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL), ScanIt, and Direct Mail to get materials delivered to you at home or via email.

## Grading

Unless otherwise stated, **all assignments are due on Blackboard. All components must be turned in. A minimum of 6 points will be deducted for late assignments.**

### *The Standard Rule*

Meet the standard requirements (follow the instructions and complete the assignment) and earn a C. That is the default grade. To get an A, you must MAKE an A, which means making work above and beyond the standard requirements.

- A 100-90** excellent performance, well above expected achievement, you covered all the bases, you went above and beyond and gave it all
- B 89-80** good, very good performance, above expected achievement, covered most bases, but there may be areas that still need improvement here and there
- C 79-70** so and so performance, you kept things safe, did not go beyond the expected, attention to detail needs improvement, craft and project are so and so, not really all that great
- D 69-60** poor or below expected achievement, project is poorly executed, in other words, you could have done better, much better
- F 59- 0** hmmm... we need to talk

Please note that every project and/or assignment will have its own rubric, based on the assignment's specific objectives and parameters. The following are examples of criteria considered during grading:

- Satisfactory completion of the assignment
- Mastery of skills using required tools, materials, and methods
- Comprehension of the assignment
- Problem solving and analysis
- Conceptual and critical abilities
- Clarity of visual and written communication
- Aesthetic appeal
- Technical and creative skills
- Craftsmanship and professionalism

## Grade Distribution

- Projects: 40%
- Participation and Discussion Forums: 30%
- Exercises and Quizzes: 30%

## Important Dates

*MLK Jr. Holiday*

Monday, January 20 (no classes)

*Midterm*

Monday, March 10

*Spring Break*

Monday-Friday, March 17-21 (no classes)

*Dead Day*

Thursday, May 1 (no classes)

*Final Exams*

Friday, Monday-Wednesday, May 2, 5-7

*Final Grades Due*

Thursday, May 8