
Course Information

course number: GPHD 20 units: 3

course title: History of Graphic Design

course meetings: Monday, Wednesday 3-4:15 p.m.

Prerequisites: None

location: MND 1003

Instructor: Associate Professor John P. Forrest Jr.

office: Mariposa Hall Room 5001

phone: 916.278.4319

office hours: Tu, Th 3-4:15 p.m. + M, W 4:30-5 p.m.

email: john.forrest@csus.edu

web site: <http://www.csus.edu/indiv/f/forrestj/>

Call 916.278.3962 to make an appointment

catalog description

Overview of the history of graphic design. Emphasis on symbol, type, and image development, from early pictographs to modern communication design.

learning objectives

- Demonstrate a knowledge of major technology shifts and how they altered the practice and perception of graphic design.
- Demonstrate a knowledge of the connections between major art movements and corresponding design movements.
- Be able to identify key individuals/groups that moved the practice of the graphic design forward.
- Be able to identify key social/political/economic events that altered the practice and perception of graphic design.

grade distribution

quizzes	30%
midterm exam	30%
final exam	40%

grade scale

94% – 100% = A
90% – 93% = A-
87% – 89% = B+
84% – 86% = B
80% – 83% = B-
77% – 79% = C+
74% – 76% = C
70% – 73% = C-
67% – 69% = D+
64% – 66% = D
60% – 63% = D-
0% – 59% = F

Course Policies

attendance

Attendance is encouraged but not recorded.

missed work

Any missed material is the students responsibility to hand in or recover. If a meeting with the instructor is required please take care of this sooner rather than later.

quizzes

There will be a 10 question multiple choice quiz given every two weeks during the course of the semester. They will cover the reading assignments and anything discussed in class. The scantron type for the Quizzes is 882-E. Please see the schedule for tentative quiz dates.

exams

There will be two 50 question multiple choice exams given during the course of the semester. They will cover the reading assignments and anything discussed in class. One will be taken at the mid point of the semester and the other during finals week. Please see the schedule for dates. The scantron type for the Midterm and Final exams is NCS-4521.

make-ups

If you miss a quiz it may be made up through a written assignment of no less than 500 words. If you miss the midterm exam it may be made up via an essay exam given in the testing center. There are no make ups for the final exam.

withdrawal dates and procedures

Students are expected to know the university's policy on dropping classes. Drops requested beyond prescribed deadlines will require a "serious and compelling reason". Refer to the official drop policy found in the class schedule for more details.

academic dishonesty

All work must be properly cited. Cheating is unacceptable at CSUS. If cheating, copying or plagiarism is discovered, the work in question will receive a zero in the grade record. The student will then be referred to the proper university authorities to determine if any additional action by the university must be taken.

students with special needs

If you have a disability and require accommodations, you need to provide disability documentation to SSWD, Lassen Hall 1008, 916-278-6955. Please discuss your accommodation needs with me after class or during my office hours early in the semester.

Required Texts

Graphic Design A New History

Stephen J. Eskilson, ISBN-10: 0300120117

Check web site for additional recommended readings throughout the semester.