COURSE TITLE: History of Communication Graphics  
COURSE/SECTION: ARTC 2311/Section 93400  
INSTRUCTOR: Margaret B. DeBosier  
VOICE MAIL: 972-860-4735  
CAMPUS ADDRESS: No on-campus office  
OFFICE HOURS: M-F 9-5, by appointment only  
E-MAIL: mbowles@dcccd.edu  
DCCCD TELECOURSE COORDINATOR & CONTACT INFORMATION: Ecampus.support@dcccd.edu  
DIVISION DEAN & CONTACT INFORMATION: Division of Business Studies, Brookhaven College, Room M-115, Phone: 860.972.4160

Catalog Description: ARTC 2311 – History of Communication Graphics (3)  
A survey of the evolution of graphic arts as it relates to the history of art. Topics include formal, stylistic, social, political, economic, and historical aspects. Emphasis on the art movement, schools of thought, individuals, and technology as they interrelate with graphic arts. (3 Lec.)

NOTE: The instructor reserves the right to modify the course requirements, assignments, grading procedures and other related policies as circumstances so indicate.

Objectives  
The objectives of this class are to give the student a historical background of art and visual communications, to involve the student in perception and analysis of imagery and design, and to create an awareness of contemporary visual communications industry practices.

Course Competencies  
Successful completion of this course will enable you to:

- Understand how the visual communications field has evolved, and developed into a profession.
- Identify, compare and contrast various communication techniques through history.
- Discuss some of the societal, historical, artistic and political influences on communication media through history.
- Place communication techniques and artistic styles from various time periods into chronological order.
- Understand some of the technical terms associated with communication and fine art.
- Recall formal elements associated with the styles and techniques studied.
- Discuss the impact of new technologies on graphic art.
Mandatories
For this class, you MUST have:

- A command of the English language.
- A copy of the recommended textbook, A History of Graphic Design (5th ed.), by Philip B. Meggs & Alston W. Purvis *(You MUST have the 5th Edition!)*.
- An email address and the ability to exchange files electronically via the Internet.
- Lecture and assignments are posted on eCampus as pdf files. You MUST have Adobe Acrobat Reader to access these files. If you don't already have it, you can download it, free of charge, at www.adobe.com/products/acrobat/readstep2.html
- Internet access. Firefox, Chrome or Microsoft Internet Explorer recommended.

Prerequisites
- Visual Communications Core Curriculum or demonstrated competence approved by the instructor.
- Command of the English language.

Specific Class Policies
- Lectures and Reading Assignments: A new lecture with a corresponding chapter reading assignment and mastery quiz will be posted each week, on Saturday at 6:00 AM. Once posted, all lectures will remain available for the remainder of the semester. Each student must determine how much time he or she needs to spend in order to complete the course work on schedule. Keep in mind an average student will spend three hours for every one credit hour of the course. **PROGRESS THROUGH THIS COURSE IS THE RESPONSIBILITY OF THE STUDENT.**

- Chapter Quizzes: Every chapter will be accompanied by a corresponding quiz, which must be completed by Sunday midnight on date specified in the Course Schedule. Each quiz will be open-book. There is no time limit on how long you can take to complete a quiz, but you can attempt each one only once, so make sure you're prepared before beginning.

- Final Exam: The final exam will be a review of all chapters covered. The final exam will be open-book. You can attempt the fine only once. PLEASE PRINT YOUR ANSWERS TO PAPER OR A PDF BEFORE SUBMITTING!!! If you encounter any technical difficulties, you can submit that print-out to me for grading. **Final exam submissions will NOT be accepted after 11:59 pm on Sunday, May 8, 2016.**
Grading Criteria
The course grade will be based on the following elements:

Chapter Quizzes (70 percent)
Chapter Quizzes consist of 20-25 questions, based on the content of the corresponding textbook chapter. Quizzes are open-book. Quizzes can only be taken once, so make sure you’re prepared before beginning.

Final Exam (30 percent)
Completion of the final exam is required of all students. The final exam consists of a 100-question review covering all chapters covered in the course. The Final Exam is open-book. It can only be taken once, so make sure you’re prepared before beginning. **No finals will be accepted after 11:59 pm on Sunday, May 8, 2016—no exceptions.**

Discussion Forums (Extra Credit)
Discussion Forums will be posted throughout the semester (and announced on the course Home page). I look forward to hearing your thoughts, and will count your participation as extra credit toward your semester grade.

Grading Equivalents
A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = 59 and under

Grade Reports
Final grade reports are not mailed to students. You may obtain your final grades online at https://econnect.dcccd.edu/. From the student menu, select “My Grades” under “My Personal Information.” If you are not already logged in, you will be prompted to do so. Select the grade type you wish to review. Press the submit button and all grades for the selected grade type will be displayed.
Scheduling an Appointment
If you wish to schedule an appointment with the instructor outside of regular classroom discussion hours, you may make your request by emailing your request to mbowles@dccc.edu. Emails will receive a reply as soon as possible within 24 hours.

<table>
<thead>
<tr>
<th>Class Schedule</th>
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<tbody>
<tr>
<td><strong>Week</strong></td>
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| 2 | Jan. 25-29 | Chapter 2: Alphabets  
Chapter 3: The Asian Contribution | Sun., Feb. 7, 11:59 pm CST  
Sun., Feb. 7, 11:59 pm CST |
| 3 | Feb. 1-5 | Chapter 4: Illuminated Manuscripts | Sun., Feb. 14, 11:59 pm CST |
| 4 | Feb. 8-12 | Chapter 5: Printing Comes to Europe  
Chapter 6: German Illustrated Book | Sun., Feb. 21, 11:59 pm CST  
Sun., Feb. 21, 11:59 pm CST |
| 5 | Feb. 15-19 | Chapter 7: Renaissance Graphic Design  
Chapter 8: An Epoch of Typographic Genius | Sun., Feb. 28, 11:59 pm CST  
Sun., Feb. 28, 11:59 pm CST |
| 6 | Feb. 22-26 | Chapter 9: Graphic Design and the Industrial Revolution  
Chapter 10: The Arts & Crafts Movement | Sun., Mar. 6, 11:59 pm CST  
Sun., Mar. 6, 11:59 pm CST |
| 7 | Feb. 29-Mar. 4 | Chapter 11: Art Nouveau  
Chapter 12: The Genesis of 20th Century Design | Sun., Mar. 20, 11:59 pm CST  
Sun., Mar. 20, 11:59 pm CST |
| 8 | Mar. 7-11 | Chapter 13: The Influence of Modern Art | Sun., Mar. 27, 11:59 pm CST |
| 9 | Mar. 14-18 | SPRING BREAK. NO ASSIGNMENT. FINAL EXAM STUDY GUIDE POSTED. |
| 10 | Mar. 21-25 | Chapter 14: Pictorial Modernism  
Chapter 15: A New Language of Form | Sun., Mar. 27, 11:59 pm CST  
Sun., Mar. 27, 11:59 pm CST |
| 11 | Mar. 28-Apr. 1 | Chapter 16: Bauhaus & The New Typography  
Chapter 17: The Modern Movement in America | Sun., Apr. 3, 11:59 pm CST  
Sun., Apr. 3, 11:59 pm CST |
| 12 | Apr. 4-8 | Chapter 18: The Int'l Typographic Style  
Chapter 19: The New York School | Sun., Apr. 10, 11:59 pm CST  
Sun., Apr. 10, 11:59 pm CST |
| 13 | Apr. 11-15 | Chapter 20: Corporate ID & Visual Systems  
Chapter 21: The Conceptual Image | Sun., Apr. 17, 11:59 pm CST  
Sun., Apr. 17, 11:59 pm CST |
| 14 | Apr. 18-22 | Chapter 22: National Visions Within a Global Dialogue  
Chapter 23: Postmodern Design | Sun., Apr. 24, 11:59 pm CST  
Sun., Apr. 24, 11:59 pm CST |
| 15 | Apr. 25-29 | Chapter 24: The Digital Revolution  
**FINAL EXAM POSTED** | Sun., May 1, 11:59 pm CST |
| 16 | Apr. 30-May 7 | Study for Final Exam |
| 17 | May 8 | **FINAL EXAM DUE** | Sun., May 8, 11:59 pm CST |

**Instructor’s Right to Modify**
The instructor has the right to add, delete, or revise segments of this course syllabus.
General Operating Policies

STOP BEFORE YOU DROP!
For students who enroll in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your college counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated six non-exempt drops, you cannot drop any other courses with a “W.” Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. The full drop and withdrawal policy is online in the college catalog.

Drop/Withdrawal Policy
Withdrawal from a course is a formal procedure that YOU must initiate; the instructor cannot do it for you. The final drop date to withdraw from this course with a “W” is April 14th, 2016. You may withdraw from a class in either the Admissions office or Advising Center. If you stop attending or are unable to complete this class and you do not withdraw before the official drop date, you will receive a performance grade, usually a grade of “F.” Students sometimes drop a class when help is available that would enable them to continue. Please discuss your plans with the instructor if you feel you need to withdraw. The full drop and withdrawal policy is online in the college catalog.

Financial Aid Statement
Failure to attend classes could result in a loss of Financial Aid (FA). If you are receiving any form of financial aid, you should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

International Students
Students on an F-1 visa cannot withdraw from classes without jeopardizing their official status. If you are on an F-1 visa, you MUST NOT withdraw from any class without the permission of an International Student Advisor in the Multicultural Center, in Room S-136 or at 972-860-4192.

Religious Holidays
A student shall be excused from attending classes, or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this provision may not be penalized for that absence and shall be allowed to take an examination or complete an assignment within a reasonable time after the absence.

Americans with Disabilities Policy Statement
If you feel you may need special assistance or accommodation (such as help with taking notes, extra time on tests, etc.) because of any type of physical disability or learning difference, please contact the Special Services office in Room S124 or at 972
Sexual Harassment Policy
No student or employee of the college shall engage in sexual harassment, which is a form of discrimination on the basis of sex. For general policy and procedure, purposes, sexual harassment may be described as unwelcome sexual advances, requests for sexual favors, or other physical and expressive behavior of a sexual nature. A complaint alleging a violation of one or more of the foregoing provisions may be filed by any employee or student affected by the conduct or action. Any person may report an alleged violation of this procedure, whether or not the person is affected by the conduct or action. Reports of sexual harassment shall be make informally to Brookhaven College Human Resources personnel or De. Claude Caffee at 972-860-4832 or Mildred Kelley at 972-860-4195, or formally, in writing, to the DCCCD Vice Chancellor of Educational Affairs. Investigations of complaints will be initiated only with the consent of the individual who filed the complaint. To the extent possible, the proceeding s will be conducted in a confidential manner in order to best protect the interests of both parties. Anyone who is malicious or intentionally dishonest in reporting a violation is subject to disciplinary action.

Tutoring:
The Special Services Center offers tutoring to any Visual Communications Program Student free of charge. Student must be enrolled in a program class and be working on a declared certificate or degree in Visual Communications. If you feel like you would benefit from the tutoring program, please consult with your instructor and/or contact Special Services at 972-860-4847.

Macintosh Lab Policies:
- Absolutely NO food or drink will be allowed in the Mac Computer Labs at any time.

Open Lab Policy:
- All students must sign in and out.
- All materials checked out or borrowed are the responsibility of the student and must be returned upon leaving lab (Wacom Tablet pens, source books, etc.).
- Students will not download, install and/or alter any software on computers or reconfigure computers in any way without specific permission. Please consult lab assistant with questions and/or problems or particular needs.
- No Students are allowed in the labs except during posted Open Lab Hours. Lab Hours are posted by the second week of the semester outside of each lab. Students will not interrupt other classes while classes are in session to use computers.
- When printing to the Epson Color printer, assistance from Lab Staff is REQUIRED.
- Labs will close ON TIME. All students using the labs should plan to pack up and shut down the computers at least 10 minutes prior to closing.
- Lab Assistants are NOT tutors. Tutoring is available through the Special Services office. Lab Assistants help with printing, computer problems, and other technical problems only. For clarification with assignments and projects, please refer to Instructor. For help with software when faculty member is not available, please see the Instructional Associate.

The Brookhaven College Student Code of Conduct is published is the College Catalog and the Student Handbook. All students are encouraged to read and become familiar with these campus policies.