COURSE TITLE: History of Communication Graphics
COURSE/SECTION: ARTC 2311, Section 23401
INSTRUCTOR: Margaret B. DeBosier
CAMPUS ADDRESS: No on-campus office
PHONE: (c/o Wes Smith) 972-860-4735
EMAIL: mbowles@dcccd.edu
OFFICE HOURS: M/F 8am - 5:30pm by phone. Personal consultation by appointment
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.
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For this class, you MUST have:

- A command of the English language.
- 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.

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. You can only take a quiz 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 only take it once. \textbf{Final exam submissions will NOT be accepted after 11:59 p.m. on Wednesday, May 15, 2019.}
Grading Criteria
Final grades are based on scores from the Chapter Quizzes and Final Exam.

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 p.m. on Wednesday, May 15, 2019 — no exceptions.

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

Receiving Your Grades
End-of-semester grades will not be mailed to you by the college. To receive your grades you have two options: (A) through the Internet or (B) through the Telephone Touch-Tone System. Depending on your choice, use the following directions:

Internet Access to Grades:
1. Go to the Dallas County Community College Web site (www.dcccd.edu).
2. Look for the Online Services heading.
3. Under the Online Services heading click on “eConnect-Register, Pay, Check Grades”.
4. You will see the student menu.
5. Click on “My Personal Information.” This will expand the menu.
6. Click on “My Grades”.
7. Enter your 7-digit student ID (NOT your social security number).
8. Enter your password or, if it is your first time to use the system, your date of birth (Example: February 16, 1993 would be entered as 021693).
9. Select the grade type you wish to review (CR = Credit Grades) and click on “Submit”.

Telephone Access to Grades:
1. Dial 972-613-1818.
2. Press 2 for grades.
3. Press 1, then wait for directions to enter your 7-digit Student ID number.
4. Enter your PIN (six digits. Example: Date of birth, February 16, 1965 = 021665).
5. Select the correct option for the semester grades about which you are inquiring.
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 mbowles@dcccd.edu or calling 972-860-4735 (Wes Smith’s number. If you call and get no answer, please leave a voice mail message). Calls and emails will receive a reply as soon as possible within 24 hours.

Class Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Quiz Must Be Completed By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan. 22-25</td>
<td>Chapter 1: The Invention of Writing</td>
<td>Sunday, Feb. 3, 11:59pm CST</td>
</tr>
</tbody>
</table>
| 2    | Jan. 28-Feb. 1 | Chapter 2: Alphabets  
Chapter 3: The Asian Contribution | Sunday, Feb. 3., 11:59pm CST  
Sunday, Feb. 3., 11:59pm CST       |
| 3    | Feb. 4-8    | Chapter 4: Illuminated Manuscripts           | Sunday, Feb. 10, 11:59pm CST      |
| 4    | Feb. 11-15  | Chapter 5: Printing Comes to Europe          | Sunday, Feb. 17, 11:59pm CST      
Chapter 6: The German Illustrated Book | Sunday, Feb. 17, 11:59pm CST       |
| 5    | Feb. 18-22  | Chapter 7: Renaissance Graphic Design        | Sunday, Feb. 24, 11:59pm CST      
Chapter 8: An Epoch of Typographic Genius | Sunday, Feb. 24, 11:59pm CST       |
| 6    | Feb. 25-Mar. 1 | Chapter 9: Graphic Design and the Industrial Revolution  
Chapter 10: The Arts & Crafts Movement | Sunday, Mar. 3, 11:59pm CST  
Sunday, Mar. 3, 11:59pm CST       |
| 7    | Mar. 4-8    | Chapter 11: Art Nouveau                      | Sunday, Mar. 10, 11:59pm CST      
Chapter 12: The Genesis of 20th Century Design | Sunday, Mar. 10, 11:59pm CST       |
| 8    | Mar. 11-15  | SPRING BREAK: NO CLASS                      |                                   |
| 9    | Mar. 18-22  | Chapter 13: The Influence of Modern Art      | Sunday Mar. 24, 11:59pm CST       |
| 10   | Mar. 25-29  | Chapter 14: Pictorial Modernism              | Sunday, Mar. 31, 11:59pm CST      
Chapter 15: A New Language of Form | Sunday, Mar. 31 11:59pm CST       |
| 11   | Apr. 1-5    | Chapter 16: Bauhaus & The New Typography    | Sunday, Apr 7, 11:59pm CST        
Chapter 17: The Modern Movement in America | Sunday, Apr 7, 11:59pm CST       |
| 12   | Apr. 8-12   | Chapter 18: The Intl Typographic Style       | Sunday, Apr 14 11:59pm CST        
Chapter 19: The New York School | Sunday, Apr 14, 11:59pm CST       |
| 13   | Apr. 15-19  | Chapter 20: Corporate ID & Visual Systems   | Sunday, Apr 21, 11:59pm CST       
Chapter 21: The Conceptual Image | Sunday, Apr 21, 11:59pm CST       |
| 14   | Apr. 22-26  | Chapter 22: Postmodern Design                | Sunday, Apr 28, 11:59pm CST       
Chapter 23: National Visions Within a Global Dialogue | Sunday, Apr 28, 11:59pm CST       |
| 15   | Apr. 29-May 3 | Chapter 24: The Digital Revolution           | Sunday, May 5, 11:59pm CST        
FINAL EXAM POSTED |                                   |
| 16   | May 6-May 14 | Study for Final Exam                         |                                   |
| 17   | May 15      | Final Exam Due                               | Wednesday, May 15, 11:59pm CST    |
Brookhaven Policies

General Operating Policies

**Academic Honesty Policy:**
All course work in this class is undertaken with the understanding that academic honesty is the only acceptable behavior at Brookhaven College. Further, it is understood that the instructor sets the standards of academic honesty in the classroom, determines when these standards have been violated, and determines the consequences of that behavior by the student. The following instances of academic dishonesty will not be tolerated:

1. **Cheating** - intentionally using or attempting to use unauthorized materials, information or study aids in any academic exercise.
2. **Collusion** - unauthorized collaboration with another person in preparing work offered for credit, i.e.: providing exam information to another student, working collectively on assignments intended as individual tasks.
3. **Fabrication** - intentional and unauthorized falsification or invention of any information in an academic exercise.
4. **Plagiarism** - intentionally representing the words, art, design and/ or ideas of another as one’s own in any academic exercise.

**Notification of Absence due to Religious Holy Day(s):**
Students desiring to observe a religious holy day, which will result in late delivery of an assignment, inability to take a scheduled test, or absence from a Class Discussion, must notify their instructor in writing, for each class, no later than the 15th calendar day after the first class day of the semester in which the absence will occur. The student is required to complete any assignments, turn in any work within one week which may have been missed as a result of the absence.

**Americans with Disabilities Policy Statement:**
If you feel you may need an academic adjustment, such as help with taking notes, etc., because of any type of physical disability or learning difference, please talk with your instructor during office hours or by appointment before the end of the second week of classes. You may also contact Special Services at 972-860-4847 for advisement and counseling.

**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 made 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 proceedings 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.

**Drop Policy:**
If you do not wish to complete this course, you are responsible for withdrawing yourself from the class. If you are unable to complete this course you must withdraw from it by **Thursday, April 17, 2019** in order to receive a grade of “W”. Withdrawing from this course is a formal procedure you must initiate. The instructor or instructional associate cannot do it for you. You may do this in admissions or counseling. If you stop attending and do not withdraw, you will receive a performance grade, usually an “F.” Students sometimes drop courses when help is available that would enable them to continue. If you feel the need to withdraw, please discuss your plans with the instructor first.

**STOP BEFORE YOU DROP!**
For students who enrolled in college-level courses for the first time beginning 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 campus counseling/advising center will give you more information on the allowable exceptions.*

Remember that once you have accumulated 6 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.

For more information, you may access: https://www1.dcccd.edu/coursedrops

**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 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.

Financial Aid:
The Brookhaven College Financial Aid Office is committed to assisting you in obtaining the necessary financing to achieve your educational goals. We assist students by awarding financial aid for post-secondary education. Financial aid is awarded as grants, scholarships and loans from various federal, state, institutional and private sources, as well as through on-campus student employment. Financial aid is available to students with and without financial need.

For more information, visit http://www.brookhavencollege.edu/studentsvcs/financial/

Student Code of Conduct:
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.

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