

# Movements in Graphic Design

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## assistant professor

Cass Reese  
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creese@edinboro.edu  
(please allow 24h  
response time;  
availability 8am–8pm)

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## office hours

HIVE  
MW 2:30–2:45  
DH 221  
TR 10:30–12:30  
3:00–3:30  
calendly.com/cassreese

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## course location

DH 124  
MW 9:00–11:30  
FINAL  
M 10–11:50

## course description

This course introduces the history of graphic design, with emphasis upon design in the twentieth century. Through lectures, visual presentation, reading, discussion, and a variety of studio problems, students are exposed to the movements and influences responsible for shaping the character of contemporary design. The course explores the impact that concurrent movements in painting, architecture, and other disciplines had upon graphic design; as well as the influence of global political paradigm shifts, the influences of high and low culture, and the genesis of postmodernism. **3 sem. hrs.**  
Prerequisites: EART316 Typography II or special permission

## introduction

This course will follow a workshop and seminar format characterized by the following sequence: The introduction section will usually consist of an illustrated lecture format designed to outline major contributions and important ideas associated with the study of a particular historical period or school of thought. Assignment of student research topics will conclude this section.

## I. seminar

At this stage, individual research will be shared in a seminar format. The intention of the seminar is to deepen the student's understanding of the relevant issues and ideas outlined in the introduction. An additional goal is to frame the study of issues and ideas within a contextual framework; exploring the interrelatedness of events, then using this knowledge to inform contemporary design in relationship with culture, politics, history, etc.

## II. studio

Each topic of study in this course will have a corresponding studio project. The introduction and seminar phase will provide the student with both the form and content of each sequential project. Students are encouraged to take an original and individual approach to each project, according to their personal interests and sensibilities. By following this approach, the student will accumulate significant portfolio projects.

## III. critique

At this point in your design education, you are expected to come to critique with an attitude of flexibility, curiosity, and a written list of problems (conceptual or technical) that you have encountered in the development of your work. In this way, you lead the class in the search to define problem areas in your work. You leave the critique with an important opportunity to take your work to a higher level. The importance of critique should be obvious by now. A review section on the nature of critique is provided elsewhere in this syllabus for your review.

## IV. presentation

A professional verbal and visual presentation of your studio project, accompanied by a written rationale, will conclude each topic area.

**required texts**

*Graphic Design: A New History* | Stephen J. Eskilson (second edition preferred)

*Supplemental Readings*: assigned with each project.

In addition, you may be assigned a number of websites, blogs, and online essays to include in your research.

This is a tentative schedule and is subject to change. Any and all changes will be communicated.

**week 1**

- 8.22 Introduction/Syllabus Overview  
**ASSIGN P1 - posters, cards, motion, or web**
- 8.24 visual lecture: The contemporary dialogue - concepts & theory  
designer research assigned

**week 2**

- 8.29 visual lecture: Understanding contemporary theories  
due: project summary + research progress report
- 8.31 visual lecture: The genesis of postmodernism  
peer critique - rough finish (ideas & layouts)

**week 3**

- 9.5 No Class on Monday (Labor Day)
- 9.7 first finish critique

**week 4**

- 9.12 Research presentations
- 9.14 Revision critique

**week 5**

- 9.19 studio - consultations
- 9.21 P1 Presentations  
**ASSIGN P2 - chapbooks**

**week 6**

- 9.26 demo: assembling spreads for a maquette  
visual lecture: the genesis of typography
- 9.28 peer discussion of ideas + project approval  
the victorian age

**week 7**

- 10.3 demo: binding workshop  
research progress  
ordering paper stock  
the arts & crafts movement revives forgotten aesthetics
- 10.5 critique - 5 sample spreads  
art nouveau, the glasgow school and the vienna secession

**week 8**

- 10.10 preliminary critique: 8-10 spreads (trimmed and assembled), color, type, and thumbnail sheet on chosen paper stock(s)
- 10.12 studio - individual consultation

**week 9**

- 10.17 first finish of chapbook critique: full maquette (to scale) + paper/color studies  
proofing committees
- 10.19 studio - consultation on chapbook

**week 10**

- 10.24 **SUBMIT P2**  
P3 Final Presentations (to an audience)  
**ASSIGN P3**
- 10.26 visiting designer, Scott Gladd (will share his packaging collection)

**week 11**

- 10.31 the influence of modern art
- 11.2 studio - consultation on packaging ideas

**week 12**

- 11.7 P3 - critique packaging maquettes
- 11.9 visual lecture  
studio: P3 printing finals + consultations

**week 13**

- 11.14 **SUBMIT P3**  
P3 Final Presentations  
**ASSIGN P4 - Film/Music Festival & Collateral**
- 11.16 visual lecture - corporate identity & visual systems  
P4: survey of student work, aspects of modernism

**week 14**

- 11.21 P4 peer critique: roughs elements/posters, type/color trials, festival name
- 11.23 No Class on Wednesday (Thanksgiving Break)

**week 15 last week of classes**

- 11.28 visual lecture  
P4 class critique
- 11.30 P4 individual meetings  
production studio

**week 16 finals week**

- 12.5 **SUBMIT P4**; P4 final presentations

**assignments.topics**

A project sheet will be provided for each assignment that will include required readings and research.

**Project One**

Options: **posters, card sets+packaging, website or motion graphics**

- the Contemporary Dialogue: Overview of Postmodernism, Post-Postmodernism and Emerging Ideas
- Advocacy, activism, information or how-to series: employing contemporary design theories and strategies

**Research and visual presentation:** contemporary designer or studio

**Project Two**      **Chapbook design:** minimum 48 pages (front and back matter), research binding strategies

- the Evolution of Modern Typography
- the Advent of the Photographic Image: Design in Relationship
- the Victorian Age: Technology, a Cautionary Tale
- the Arts and Crafts Movement and Art Nouveau
- the Genesis of Modernism: Vienna Secession, The Glasgow School, The Influence of Art

**Project Three**      **Packaging design:** research the history of package design; redesign vintage packaging in a contemporary “retro” style.

- Early modernist masters
- The Bauhaus: the school and the legacy
- The New Typography
- Swiss typography and the International typographic style
- The New York School

**Project Four**      **Posters, tickets, point-of-purchase display, collectible item**

Movies and modernism: film festival project

- Corporate Identity and Visual Systems
- The Conceptual Image and The Global Dialogue

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**grading scale**

A	93–100
A-	90–92
B+	87–89
B	83–86
B-	80–82
C+	77–79
C	73–76
C-	70–72
D+	67–69
D	63–66
D-	60–62
F	<60

**evaluation policy**

Your final grade will be based upon achievement in the following three areas:

**Research:** journal notes (Medium) and reading reactions for each project are evaluated. (10% of final grade)

**Participation:** sharing research during seminar classes and thoughtful participation in critiques. attendance, meeting deadlines, and being prepared for each class. (5% of final grade)

**Projects:** each project will be evaluated on the following design criteria: concept, design, originality, craft, and presentation. (85% of final grade)

**professional expectations**

An objective of this course is to instill professional work habits that will prepare you for a career in design. Self-discipline, drive, motivation and tenacity are valued traits, and nurturing them will help to create professional standards within your personal work ethic. To encourage your aspirations to become a professional in the real world:

1. **high-quality work** - projects are expected to meet high standards of craft and execution.
2. **attention to detail** - no project with a typo, grammar or spacing problem will receive an A... projects will be graded in part according to the number of cited errors or problems with craft.
3. **on time** - no project will be accepted late (without permission)
4. **critique ready** - projects must be prepared as required for presentation at critique. Projects partially prepared or incomplete will suffer a grade penalty regardless of the quality of the final.
5. **participation** - presentation and verbal participation will count for a substantial part of your evaluation. Willingness to participate in critiques, professional presentation of your work, and consistent attempts to employ design vocabulary should be evident in your demeanor.

5. **attendance:** if you accumulate more than two unexcused absences during the term, it will begin to lower (in .5 increments) your final grade.

### attendance policy (AC013)

Attendance is mandatory. Students are expected to attend each class meeting in its entirety. Faculty members shall maintain a record of classroom attendance throughout the semester, and the student is responsible for verifying their attendance when arriving late to class and/or justifying early departure.

Class absences are excused for medical reasons documented by medical personnel, university activities approved by the appropriate vice president or designee, and/or for personal exigencies. University activities to be recognized as an excused absence include, but are not limited to: scheduled athletic competitions; academic competitions in which the student is a participant; military duties; auto accidents; death of an immediate family member; and medical emergencies. You are responsible to provide a written formal excuse, in advance when possible, justifying any absence (ex. a doctor's excuse). **You are also responsible for obtaining any information/materials distributed during class and arriving prepared for any subsequent classes.** Should you miss class, please contact someone to find out what you missed and what is due for the next class.

While missing any day of class is not recommended, you are permitted two absences due to illness, oversleeping, doctor's appointments, work-related, car breaking down, vacation, etc. However, missing class on a critique or deadline day is ill-advised and will impact your assignment grade. For each *unexcused* absence **over two**, your grade will be **decreased by .5 letter grade per absence** (eg. if your final grade is a B and you missed 4 unexcused classes, you will receive a C). Seven or more absences results in automatic failure of the course and you should withdraw. Arriving late will be noted in the attendance record, and will also affect your grade. Any combination of four late arrivals and/or early departures (without permission) will be counted as one absence. It is your responsibility to be certain that you are marked present if you arrive late. Important announcements are often made at the beginning of class and will not be repeated. Each student is responsible for verifying his or her attendance when arriving late to class and/or justifying early departure.

**The last day to withdraw from the course is Friday, October 28<sup>th</sup>, 2022.** It is best to withdraw from a class then receive an F grade. Please check with the Registration Office in Hamilton Hall, most often it does not affect your student loans.

### materials

- all supplies previously acquired, as needed (you can never have enough sharp x-acto blades!)
- media for storage and file backup: at this stage of your college career, you should consider investing in an **external drive**. Issues can arise with jump/key drives, often losing many hours of work. Label/name your drive, so it may be found if it is lost! Problems with lost data will not be accepted as an excuse for late or incomplete projects. Always back up your work to more than one location!
- one or more **portfolio sleeves**, used to submit projects
- **papers:** Epson papers (13 x 19) and professional paper stock available at the Bookstore or online sources. Your chapbook (project two) and packaging project (project three) will require research into paper stock, and ordering (more than) enough stock to print and assemble your chapbook and packaging project.
- **double-sided tape (permanent)** or **tape roller** for project assembly (lots!)
- **bone folder** (for books)
- **creative cloud subscription** w/typekit
- **optional** materials for hard-cover and other bookbinding methods

### critique

Communication consists of speaking and listening. Share your opinions and be considerate of others' viewpoints—ESPECIALLY YOUR CLIENTS! Class critiques are the best practice for communicating your ideas, developing the ability to argue for a particular solution, and using a professional design vocabulary. During critique be prepared to describe the project and its content, explain the concept behind the design, the process used, provide a rationale for the solution, and show discarded ideas. Please take the time to listen and engage in every project critique: be considerate of other's feelings and offer constructive criticism. Client presentations will be ongoing, and you should make every effort to attend them all, even if you are not directly involved in each project—these are excellent opportunities to learn how to explain and defend your ideas and solutions outside of the classroom, and to sharpen and test your presentation skills on individuals who may or may not have a working knowledge of design.

### technology support

EU Technology Help Center | 814.732.2111 | [edinboro.edu/directory/offices-services/information-technology-services/technology-help-center/](http://edinboro.edu/directory/offices-services/information-technology-services/technology-help-center/)

### course-related policies

Pennsylvania Western University has multiple course-related policies addressing issues such as accommodations for students with disabilities, class attendance, and grade appeal, among others. The Student Code of Conduct also addresses issues of cheating and plagiarism, and the consequences of such behaviors. These policies may be found using search keyword **Policies** through the PennWest web page.

### title IX reporting requirements and the faculty member

Pennsylvania Western University and its faculty are committed to assuring a safe and productive educational environment for all students. In order to comply with the requirements of Title IX of the Education Amendments of 1972 and the university's commitment to offering supportive measures in accordance with the new regulations issued under Title IX, PennWest requires faculty members to report incidents of sexual violence shared by students to the university's Title IX Coordinator, Amy Salsgiver [salsgiver@pennwest.edu]. The only exceptions to the faculty member's reporting obligation are when incidents of sexual violence are communicated by a student during a classroom discussion, in a writing assignment for a class, or as part of a university-approved research project. **Faculty members are obligated to report sexual violence or any other abuse of a student who was, or is, a child (a person under 18 years of age) when the abuse allegedly occurred to the person designated in the university' Protection and Supervision of Minors on Campus Policy.**

Information regarding the reporting of sexual violence and the resources that are available to victims of sexual violence are available on the Office of Social Equity website. Report may be made to the following individuals:

- PennWest Title IX Coordinator: Amy Salsgiver, salsgiver@pennwest.edu
- Edinboro campus: Andrew Matt, amatt@pennwest.edu
- Clarion campus: Amy Salsgiver, salsgiver@pennwest.edu
- California campus: Sheleta Camarda-Webb, camardawebb@pennwest.edu
- Global Online: Andrew Matt, amatt@pennwest.edu

### **student accessibility accommodations**

Pennsylvania Western University of Pennsylvania offers services to meet the accommodation needs of students with many types of disabilities. The Office for Students with Disabilities provides services to students based upon documentation of a disability and a request for accommodations based on this disability. Please refer to PennWest's Reasonable Accommodations for Students with Disabilities Policy for additional information.

This policy is in compliance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973.

Office for Accessibility Services  
Crawford Center, 200 Glasgow Road, Edinboro, PA 16444  
OAS@edinboro.edu | 814-732-2462

### **academic integrity**

It is expected that all work submitted through this course is the student's original work, generated for the express purpose of completing the requirements of this course. All papers submitted in this course may be screened for originality using plagiarism detection software.

Students are to be aware that academic dishonesty is not tolerated in this course and should be familiar with the following definitions:

**Cheating.** The use of unauthorized materials, information, ideas, study aids, etc., in any academic exercise. May include, but is not limited to: copying answers from another student's exam; using notes, books, or other resources for an exam when not expressly permitted to do so; using electronic devices when not expressly permitted to do so; fraudulently obtaining or sharing an exam; submitting a term paper or other assignment written by someone else; plagiarizing the work of others; submitting the same term paper or other assignment to more than one instructor without obtaining prior permission to do so; or having someone else take an online course or online exam for you.

**Plagiarism.** The representation of the work of another as your own, without proper credit and/or citation. When an individual submits work that includes the words, ideas, or data of others, the source of that information must be acknowledged through complete, accurate and specific references, and if verbatim statements are included, through quotation marks or other accepted citation practices. A

ditional violations of academic integrity may be found in PennWest's Policy AC059: Academic Integrity, which also includes potential sanctions faced by the student for violations of the policy.

### **support services**

The following support services are available on campus to assist you towards success. Please take advantage of these services. If I can help you in any way please come talk to me, it is my desire to have you succeed. Please self-identify should you have special considerations. Campus Switchboard 732-2000

**Professor** – Do not wait, contact your professor for help!

**Academic Advisor** – Contact your Advisor for help you may need while attending Edinboro University, (beyond scheduling)

**The Center for Student Outreach and Success Coaching** – 732-2218 | successcoaching@pennwest.edu  
support services to help students reach academic goals and succeed in coursework - time management, study skills, attendance, stress reduction, etc.

Ross Hall, 1st Floor

**Writing Center** – 221 Alexander Hall, students from many majors gain invaluable assistance with writing from a variety of courses. Tutors are available via Zoom meetings as per Covid-19 regulations. Students can sign up for appointments through Starfish under their My Success Network.

**TartanEdge, Center for Career Development and Experiential Learning**– fully virtual, schedule in Handshake 732-2781 | Help decide a major, job search, resume and cover letter writing, mock interviews, job placement, specialized interest tests, career coaching, graduate school advice, search for jobs and post your resume, internships, job fairs, events and workshops  
tartanedge.edinboro.edu/

**Tutoring** – SMARTHINKING provides web-based tutoring (24/7)

**Campus Police** – Crisis or Emergency available 24/7, call 732-2911 on campus or “911” otherwise, 732-2921 non-emergency, police@edinboro.edu  
24 hours a day; 7 days a week; police services, investigations, parking

**Technology Help Center** – 732-2111 Ross Hall | itservices.pennwest.edu

**Ghering Health and Wellness Center** – 732-2743, McNearney Hall, 1st Floor

The Ghering Health and Wellness Center houses the University's Student Health Services and Counseling and Psychological Services.

**Medical Care and Health Education** – 814-732-2743 for appointments  
Monday–Friday 9AM-10PM, Saturday–Sunday 3PM–10PM | healthcenter@edinboro.edu  
If closed, for immediate assistance, contact Campus Police, or for medical attention visit the following walk-in medical provider locations: Millcreek Community Hospital, Saint Vincent Hospital, UPMC Hamot, Meadville Medical Center

**Counseling and Psychological Services CAPS** - 732-2252  
Monday–Thursday 9AM-7PM, Friday 9PM–5PM  
Individual and group counseling; assessment; all services confidential  
In case of a crisis or emergency, call 814-732-2911 on campus or 911 otherwise.

**Food Pantry** – 814-732-2743 | non-perishable food items/toiletries

**Parenting Resource Room** – breastfeeding areas, lockers, refrigerator, sink, toys/book for children, tv, diaper changing table, highchair, parenting program

**Campus Ministry Cooperative** – 732-2601

**National Suicide Prevention Lifeline** – NEED HELP NOW? call 1-800-273-TALK (8255)

suicidepreventionlifeline.org Free, 24-hour hotline available to anyone in suicidal crisis  
emotional distress halfopus.com Get help and feel better (feelings, facts, help a friend, help yourself, find help now) ulifeline.org

**Crisis Intervention Assistance after hours** – available 24/7

Erie County (including Edinboro) 814-456-2014 (Crisis Services/Safe Journeys Behavioral Health) or or 800-300-9558  
Crawford County 814-724-2732 (Crisis Hotline/Meadville Medical Center)  
crisistextline.org/text-us (24/7) text HOME to 741741

**Crime Victim or Rape Support** – keyword search “sexual assault resources” on edinboro.edu

Counseling is available through CAPS, Ghering Health and Wellness Center, 814-732-2743  
Community resource: 814-455-9414, www.cvcerie.org

**Safe Journeys** – 814-438-2675 (24/7), domestic and dating violence services

**SafeNet** – 814-454-8161 | [safeneterie.org](http://safeneterie.org), provides free confidential services including counseling, legal advocacy, education and shelter to victims of domestic violence

**Gaudenzia** – 814-459-4775 | [gaudenzia.org](http://gaudenzia.org) Confidential counseling, substance abuse treatment services, support, drug rehab, alcohol rehab and recovery center