

Assignment History of Graphic Design

Potluck Lectures

description Lectures are "potluck" in style. What this means is, everyone is required to contribute by reporting on their assigned portion of the text. And the way we will conduct this is, you and your peers will run down and present everything from the ordered list of works(ers)/terms per section of reading. There will be 7 potluck lectures total, roughly spanning 45 minutes long.

components Each student will be assigned a small handful "key works(ers)/terms" per reading. On the day of the potluck lecture, each student will bring in FIVE EXTRA IMAGE EXAMPLES NOT PRESENTED IN THE MEGGS TEXT, IN ADDITION TO WHAT IS ALREADY SHOWN IN THE MEGGS TEXT, FOR EACH OF THEIR ASSIGNED KEY WORKS(ERS)/TERMS. Students should be prepared to report and expound upon each design(er)/term, including elements like the details of the work, historical context (why and how their work responds to the time period), and their mantra, in a manner that aptly summarizes/personifies/identifies the importance of this key figure. Plan on a 2-3 minute informative and ENTERTAINING oral explanation. DO NOT BE BORING. Consider your delivery of information, word choice, and how to make your contribution "sticky" (i.e. interesting and memorable). Assigned portions for all of the lectures will happen the first week of classes, so that there is no confusion during the semester. If you are absent on the day of a lecture, you will still be required to submit images along with a ±300 word written synopsis of what you would have presented. If absent, submit the text as a .rtf file clearly indicating your name and images that it accompanies. The instructor will read this verbatim in place of your absence. Failure to do so, will result in no participation credit.

specs .jpgs of imagery will be collected digitally (Dropbox "USF Graphic Design" shared folder), compiled into a single PDF (by the instructor), projected, and discussed in the lecture. Set up image files with the following NAMING FORMAT: ##_name_letter.jpg

For example: 01_lascaux_a.jpg, 01_lascaux_b.jpg, 01_lascaux_c.jpg, ... , 02_petroglyph_a.jpg, 03_pictograph_b.jpg, ...

Assignment History of Graphic Design

List images in the order that you want them to appear on screen. Images with improper image names will be discarded. Poor quality images will also be discarded.

Key Works/Terms Reference the following handout for the complete list of pot luck items and file names.

due All imagery is DUE by 8:00 AM the day of the lecture (see schedule). If your imagery is not in the shared "USF Graphic Design" Dropbox folder by this time, you will not receive credit. Hence, your peers are counting on your participation in this feast.

* As there are no tests, it is imperative that everyone contribute and participate in lecture discussions as a means of demonstrating that everyone is reading and learning. The point of the potluck lecture is to engage everyone in active involvement, live feedback, forced connections/discursive dialogue, ergo a memorable and entertaining delivery of information.

PLEASE BE PREPARED TO SPEAK UP, INTERJECT, REACT, GO OUT OF ORDER, OFFER IMPROMPTU COMMENTARY, ETC. You will be required to get out of your seat and take command of the presentation when your images appear on screen or whenever the discussion steers toward your assigned portion. Be alert, spry, reactionary, and ready to go at any time.

It is a requirement that your class makes potluck lectures a fun activity.

Key Works History of Graphic Design

1. The Invention of Writing + Alphabets + Illuminated Manuscripts
(15,000 B.C.-1400 A.D.)

01_Lascaux	40_vellum	01-02 Kelsey A.
02_petroglyph	41_codex	03-04 Madison B.
03_pictograph	42_democratic writing	05-06 Chad B.
04_ideograph	(alphabetic) v.	07-09 Dario CJ.
05_ziggurat	theocratic writing	10-12 Jessica D.
06_scribe	43_gold leaf	13-15 Christine D.
07_tablet	44_illuminated manuscript	16-18 Jessie D.
08_stylus	/ illumination	19-21 Brooke F.
09_cuneiform	45_monastic scriptorium	22-24 Christina G.
10_rebus	46_scrittori	25-27 Brandon HW.
11_edubba	47_copisti	28-30 Kimberly K.
12_Code of Hammurabi	48_illuminator	31-33 Catherine K.
13_cylinder seal / signature seals	49_colophon	34-36 Jennifer L.
14_Chinese chop	50_Vatican Vergil	37-39 Alana L.
15_hieroglyphics	51_classical style	40-41 Andrea M.
16_alphabetic	52_uncials	42-44 Catherine M.
17_syllabic	53_semi-uncial or half-uncial	45-47 Erin M.
18_determinatives	54_majuscule	48-49 Delaney P.
19_phonogram	55_Roman capitals	50-51 Vincent P.
20_semiotics	56_minuscule	52-53 Johnny Q.
21_Rosetta Stone	57_Caroline minuscule	54-55 Brandy R.
22_papyrus	58_ascender	56-57 Annelise S.
23_recto / verso	59_descender	58-59 Danielle S.
24_hieratic script	60_legibility	60-61 Kelly S.
25_demotic script	61_celtic design	62-63 Charlie S.
26_illuminated manuscript	62_Book of Durrow	64-65 James S.
27_north semitic writing	63_Lindisfarne Gospels	66-67 Ian T.
28_aramaic alphabet (east)	64_ornament	68-69 Alejandra T.
29_kufic (arabic)	65_carpet pages	70-71 Jill V.
30_sanskrit (India)	66_drop caps / ornate initials	72-73 Brian W.
31_phoenician alphabet (west)	67_lacertines	
32_Greek alphabet	68_diminuendo	
33_boustrophedon	69_Book of Kells, Chi-Rho	
34_calligraphy	70_insular script	
35_Latin alphabet	71_Gothic / Textura / Blackletter / Lettera Moderna	
36_capitalis monumentalis	72_diaspora	
37_capitalis quadrata	73_iconography v. aniconism Kelsey Al	
38_capitalis rustica		
39_Trajan's column		

DUE: Class 03 [JAN 12] M / 8AM / Dropbox: USF Graphic Design
File Name Format: ##_name_letter.jpg

Key Works History of Graphic Design

2. Printing comes to Europe + German Illustrated Book + Graphic Design
Renaissance + An Epoch of Typographic Genius (1400-1700s)

01_movable type	37_newspaper	Characters, Table of
02_xylography / relief printing	38_compositor	Proportions
03_typography	39_Martin Luther / Reformation	69_type family
04_watermark	40_Luther Bible	70_William Caslon
05_woodblock printing	41_Conrad Sweynheym	71_John Baskerville
06_playing cards	42_Arnold Pannartz	72_hot v. cold press paper
07_literate culture	43_double alphabet	73_William Playfair / information graphics
08_democracy of information	44_Recuyell of Histories of Troy, English Transla- tion, William Caxton	74_Giambattista Bodoni
09_designer v. cutter	45_printer's mark	75_Francois Didot
10_punch	46_crible technique	76_stereotyping
11_matrix	47_Nicholas Jenson	01-03 Kelsey A.
12_type mold	48_letterspace	04-06 Madison B.
13_lead type	49_kerning	07-09 Chad B.
14_wood type	50_tracking	10-12 Dario CJ.
15_(California) job case	51_leading	13-15 Jessica D.
16_Johannes Gutenberg	52_alignment (right, left, center, justify)	16-18 Christine D.
17_Gutenberg Press	53_fleurons	19-21 Jessie D.
18_Gutenberg Bible	54_margin	22-24 Brooke F.
19_bookbinder	55_Aldus Manutius / Aldine Press / Hypnerotomachia Poliphili / Vergil's Opera	25-27 Christina G.
20_engraving	56_pocket book	28-30 Brandon HW.
21_incunabula	57_Italic v. Roman	31-33 Kimberly K.
22_ephemera	58_Geoffroy Tory	34-36 Catherine K.
23_ex libris	59_Claude Garamond	37-39 Jennifer L.
24_fold-out	60_headpiece	40-42 Alana L.
25_Anton Koberger	61_headband	43-45 Andrea M.
26_Nuremberg Chronicle	62_arabesque	46-48 Catherine M.
27_exemplar	63_caracteres de civilite (characters of civility)	49-50 Erin M.
28_page layout	64_Romain du Roi, by Philippe Grandjean	51-52 Delaney P.
29_column grid	65_Old Style	53-54 Vincent P.
30_Albrecht Durer	66_Transitional Style	55-56 Johnny Q.
31_The Four Horsemen of the Apocalypse, Albrecht Durer	67_Modern or Didone Style	57-58 Brandy R.
32_The Life of the Virgin, Title Page, Albrecht Durer	68_Fournier le Jeune / Models of Printing	59-60 Annelise S.
33_broadside		61-62 Danielle S.
34_broadsheet		63-64 Kelly S.
35_pamphlet		65-66 Charlie S.
36_tract		67-68 James S.
		69-70 Ian T.
		71-72 Alejandra T.
		73-74 Jill V.
		75-76 Brian W.

DUE: Class 05 [JAN 21] W / 8AM / Dropbox: USF Graphic Design
File Name Format: ##_name_letter.jpg

Key Works History of Graphic Design

3. Graphic Design and the Industrial Revolution + The Arts & Crafts Movement and It's Heritage + Art Nouveau (1800s)

01_industrial revolution	31_Muybridge	52_Aubrey Beardsley
02_Thomas Cotterell	32_motion-picture	53_Jan Toorop
03_pica	photography	54_Charles Ricketts
04_fat face	33_Victorian Era /	55_The Yellow Book
05_slab serif	aesthetic confusion,	56_Toulouse-Lautrec
06_Egyptian type /	nostalgia	57_Alphonse Mucha
Ionic type	34_lithography /	58_Louis Rhead
07_reversed Egyptian type	chromolithography /	59_Will Bradley
08_bracketing	planographic printing	60_chapbooks
09_Tuscan type	35_Robert Barclay /	61_Ethel Reed
10_sans serif	offset lithographic	62_Henri van de Velde
11_perspective font	printing	63_Otto Eckmann
12_ornamented font	36_Walter Crane	
13_grotesques	37_Thomas Nast / Harper's	01-02 Kelsey A.
14_metal type	Weekly, political cartoon	03-04 Madison B.
15_Darius Wells /	38_William Pickering /	05-06 Chad B.
wood type	printer v. publisher	07-09 Dario CJ.
16_pragmatism	v. designer	10-11 Jessica D.
17_typographic	39_Arts and Crafts	12-13 Christine D.
poster house	Movement	14-15 Jessie D.
18_Lord Stanhope	40_William Morris /	16-17 Brooke F.
printing press	Kelmscott Press, Hobby	18-19 Christina G.
19_Koenig's steam-powered	Horse, Century Guild	20-21 Brandon HW.
20_Ottmar Mergenthaler	41_John Ruskin	22-23 Kimberly K.
Linotype machine	42_Mackmurdo	24-25 Catherine K.
21_camera obscura	43_Art Workers Guild	26-27 Jennifer L.
22_Niepce / heliogravure	(AWG)	28-29 Alana L.
23_Daguerre /	44_Frederick Goudy	30-31 Andrea M.
daguerreotype	45_William Addison	32-33 Catherine M.
24_Henry Fox Talbot /	Dwiggins / "graphic	34-35 Erin M.
photogram, calotype	designer"	36-37 Delaney P.
or talbotype, Pencil	46_American Type Founders	38-39 Vincent P.
of Nature	Company / Morris Benton	40-41 Johnny Q.
25_Sir John Herschel /	47_Art Nouveau /	42-43 Brandy R.
negative, positive	Jugendstil / art + life,	44-45 Annelise S.
26_George Eastman / Kodak	transition victorian	46-47 Danielle S.
27_Stephen H. Horgan /	to modernism	48-49 Kelly S.
Frederick Ives /	48_Hokusai	50-51 Charlie S.
halftone screen	49_Hiroshige	52-53 James S.
28_Nadar	50_Japonisme	54-55 Ian T.
29_Matthew Brady	51_Jules Cheret / Father	56-58 Alejandra T.
30_Timothy O'Sullivan	of the modern poster	59-61 Jill V.
		62-63 Brian W.

DUE: Class 06 [JAN 26] M / 8AM / Dropbox: USF Graphic Design
File Name Format: ##_name_letter.jpg

Key Works History of Graphic Design

4. The Genesis of Twentieth Century Design + The Influence of Modern Art + Pictorial Modernism (1900s)

01_modern style type	36_Giorgio de Chirico	01-02 Kelsey A.
02_Frank Lloyd Wright	37_Expressionism	03-04 Madison B.
03_Glasgow School of Art	38_Die Brucke	05-06 Chad B.
04_Charles Rennie	(The Bridge)	07-08 Dario CJ.
Maackintosh, Margaret and	39_Der Blau Reiter	09-10 Jessica D.
Rances Macdonald, Herbert	(The Blue Rider)	11-12 Christine D.
McNai ("The Four")	40_Wassily Kadinsky	13-14 Jessie D.
05_Talwin Morris	41_Paul Klee	15-16 Brooke F.
06_Kunstlerhaus	42_Fauvism	17-18 Christina G.
07_Sezeessionstil	43_Henri Matisse	19-20 Brandon HW.
(Vienna Secession)	44_Man Ray / rayographs	21-22 Kimberly K.
08_Gustav Klimt	45_The Beggarstoffs	23-24 Catherine K.
09_Koloman Moser	46_Plakastil	25-26 Jennifer L.
10_Alfred Roller	47_Lucian Bernhard	27-28 Alana L.
11_Ver Sacrum	48_propoganda poster	29-30 Andrea M.
12_Peter Behrens	49_James Montgomery Flagg	31-32 Catherine M.
13_Berthold Foundry	50_A.M. Cassandre	33-34 Erin M.
14_Akzidenz Grotesk	51_Armory Show	35-36 Delaney P.
15_Walter Gropius		37-38 Vincent P.
16_Ludwig Mies van		39-40 Johnny Q.
der Rohe		41-42 Brandy R.
17_Werkbund		43 Annelise S.
18_Gesamkultur		44 Danielle S.
19_gestalt		45 Kelly S.
20_Edward Johnston		46 Charlie S.
21_Futurism /		47 James S.
Futurist Manifesto		48 Ian T.
22_Filippo Marinetti		49 Alejandra T.
23_Fernand Leger		50 Jill V.
24_Lewis Carroll		51 Brian W.
25_Dada / Dada Manifesto		
26_Marcel Duchamp		
27_Hannah Hoch		
28_Kurt Schwitters / Merz		
29_Surrealism /		
Surrealist Manifesto		
30_automatism		
31_exquisite corpse		
32_André Breton		
33_John Heartfield		
34_Max Earnst		
35_René Magritte		

DUE: Class 08 [FEB 02] M / 8AM / Dropbox: USF Graphic Design
File Name Format: ##_name_letter.jpg

Key Works History of Graphic Design

5. A New Language of Form + The Bauhaus and the New Typography + The Modern Movement in America (1900-1950)

01_Suprematism	35_pictograph	01-02 Kelsey A.
02_Malevich	36_Piet Zwart	03-04 Madison B.
03_Constructivism	37_Herbert Matter	05-06 Chad B.
04_Rodchenko	38_Lester Beall	07-08 Dario CJ.
05_El Lissitzky	39_Alexey Brodovich	09-10 Jessica D.
06_PROUNTS	40_Joseph Binder	11-12 Christine D.
07_tectonics	41_WPA Federal Art	13-14 Jessie D.
08_montage / photomontage	Project	15-16 Brooke F.
09_serial painting	42_Walter Paepcke	17-18 Christina G.
10_Vladimir Vasilevich Lebedev	43_function / flow / form / "form follows function"	19-20 Brandon HW.
11_infantilism		21-22 Kimberly K.
12_De Stijl		23-24 Catherine K.
13_Theo van Doesburg		25-26 Jennifer L.
14_Mondrian		27 Alana L.
15_Ladislav Sutnar		28 Andrea M.
16_Weimar Arts & Crafts School		29 Catherine M.
17_The Bauhaus		30 Erin M.
18_Laszlo Moholy-Nagy		31 Delaney P.
19_typophoto		32 Vincent P.
20_Walter Gropius		33 Johnny Q.
21_Johannes Itten		34 Brandy R.
22_Lyonel Feininger		35 Annelise S.
23_Joost Schmidt		36 Danielle S.
24_Herbert Bayer		37 Kelly S.
25_Hannes Meyer		38 Charlie S.
26_Ludwig Mies van der Rohe		39 James S.
27_Josef Albers		40 Ian T.
28_Jan Tschichold / Die Neue Typographie		41 Alejandra T.
29_Eric Gill / Gill Sans		42 Jill V.
30_Paul Renner / Futura		43 Brian W.
31_Rudolf Koch / Kabel		
32_Stanley Morison / Times New Roman		
33_Otto Neurath / Isotype (International System of Typographic Picture Education)		
34_syntax		

DUE: Class 10 [FEB 09] M / 8AM / Dropbox: USF Graphic Design
File Name Format: ##_name_letter.jpg

Key Works History of Graphic Design

6. The International Typographic Style + The New York School + Corporate Identity and Visual Systems (1950-70)

01_International Typographic Style	01 Kelsey A.
02_Ernst Keller	02 Madison B.
03_Max Bill	03 Chad B.
04_art concret	04 Dario CJ.
05_Otl Aicher	05 Jessica D.
06_semiotics	06 Christine D.
07_semantics	07 Jessie D.
08_syntactics	08 Brooke F.
09_pragmatics	09 Christina G.
10_Adrian Frutiger	10 Brandon HW.
11_Hermann Zapf	11 Kimberly K.
12_Emil Ruder	12 Catherine K.
13_Armin Hofmann	13 Jennifer L.
14_Josef Muller-Brockmann	14 Alana L.
15_modernist design	15 Andrea M.
16_New York School	16 Catherine M.
17_Paul Rand	17 Erin M.
18_Saul Bass	18 Delaney P.
19_Robert Brownjohn	19 Vincent P.
20_Ivan Chermayeff + Thomas Geismar	20 Johnny Q.
21_form follows function	21 Brandy R.
22_specialized audience	22 Annelise S.
23_Bernbach approach	23 Danielle S.
24_new advertising	24 Kelly S.
25_figurative typography	25-26 Charlie S.
26_phototypography	27-28 James S.
27_Herb Lubalin	29-30 Ian T.
28_U&lc	31-32 Alejandra T.
29_typogram	33-34 Jill V.
30_legibility v. readability	35-36 Brian W.
31_ITC	
32_CBS Approach / Lou Dorfsman	
33_Marcel Breuer	
34_Norman Ives	
35_Massimo Vignelli	
36_Lance Wyman	

DUE: Class 12 [FEB 16] M / 8AM / Dropbox: USF Graphic Design
File Name Format: ##_name_letter.jpg

Key Works History of Graphic Design

7. Postmodern Design + The Digital Revolution and Beyond (1970-present)

01_postmodern design	38_Ellen Lupton	01-02 Kelsey A.
02_Robert Venturi	39_entropy	03-04 Madison B.
03_pastiche	40_David Carson	05-06 Chad B.
04_vernacular design	41_deconstruction	07-08 Dario CJ.
05_supermannerism / supergraphics	42_zine	09-10 Jessica D.
06_Rosmarie Tissi	43_P. Scott Makela	11-12 Christine D.
07_New Wave Typography	44_Jonathan Barnbrook	13-14 Jessie D.
08_Wolfgang Weingart	45_Jeffrey Keedy	15-16 Brooke F.
09_Dan Friedman	46_Frank Heine	17-18 Christina G.
10_April Greiman	47_Laurie Haycock	19-20 Brandon HW.
11_Willi Kunz	48_Matthew Carter	21-22 Kimberly K.
12_Marshall McLuhan	49_snap-on serifs	23-24 Catherine K.
13_Memphis School	50_Luba Lukova	25-26 Jennifer L.
14_Michael Graves	51_Stefan Sagmeister	27-28 Alana L.
15_Michael Vanderbyl	52_Philippe Apeloig	29-30 Andrea M.
16_Paula Scher	53_Chip Kidd	31-32 Catherine M.
17_Louise Fili	54_John Maeda	33-34 Erin M.
18_Carin Goldberg	55_Nancy Skolos + Tom Wedell	35-36 Delaney P.
19_Lorraine Wild	56_Mirko Ilic	37-38 Vincent P.
20_Duffy Design Group / Joe Duffy	57_Michael Bierut	39-40 Johnny Q.
21_Neville Brody		41-42 Brandy R.
22_Steve Jobs + Steve Wozniak / Apple		43-44 Annelise S.
23_desktop publishing		45-46 Danielle S.
24_Aldus PageMaker		47-48 Kelly S.
25_Quark		49-50 Charlie S.
26_Adobe		51-52 James S.
27_Douglas Engelbart		53-54 Ian T.
28_bitmapped font		55_Alejandra T.
29_PostScript		56_Jill V.
30_Bezier curve		57_Brian W.
31_Rudy Vanderlans + Zuzana Licko / Emigre		
32_Cranbrook		
33_Katherine + Michael McCoy		
34_CalArts		
35_Ed Fella		
36_Louise Sandhaus		
37_MICA		

DUE: Class 14 [FEB 23] M / 8AM / Dropbox: USF Graphic Design
File Name Format: ##_name_letter.jpg