



Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: Spring

Course Prefix: ARTH 3010

Course Title: History of Design and Visual Communication

Year: 2025

Course and Section #: 3010 - 001

Credits: 3

Course Description

This course presents a history of graphic design and other forms of visual communication apart from the study of traditional art history. It explores the impact of major movements, technologies, and innovations on present-day graphic design and visual communication. Gaining knowledge of the development and progression of visual communication as well as different approaches to it will enhance your abilities as a designer. There's an old saying "There's nothing new in advertising," you will find this to be true of all visual communication. Most "new" ideas are created as a reaction to a style or movement and are based on previous ideas. They are mutations more than creations, perhaps. To comply with the requirements for this course to be granted a WE (Writing Enriched) designation, you will have weekly writing assignments, exam essays, and a research paper.

Course Attributes

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: [Click here to enter text.](#)

Instructor Information

Instructor Name: Jim Godfrey

Student Learning Outcomes

- Describe the role graphic design has played in the evolution of visual communication.
 - Identify different movements within graphic design from 1500s to present day.
 - Analyze the effects of technological advancements on visual communication.
 - Conduct research and write in a variety of genres about topics related to visual communication.
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Course Materials and Texts

Pressbook created by UVU faculty. All readings are incorporated into the online course.

Course Requirements

Course Assignments, Assessments, and Grading Policy

Assignments

A variety of assignments are given, but the majority revolve around reading, doing research and then writing about what you've learned. Other types of assignments include creating mind maps or other diagrams, quizzes, creating artwork, posting on discussion boards, and commenting on other students' posts. The assignments are usually worth 10 points and are graded on the quality of the information you write, as well as whether or not you adequately completed them.

Discussions

Discussions will be opportunities to explore topics together. Discussions normally happen in class, though there are a few that will happen online.

Tests

There will be two tests during the semester. Tests will consist of essay questions that you will answer and images that you will need to identify. You will be given a list of possible questions for the test and will need to be prepared to answer them. Each test is worth 100 points. The test will be administered using a piece of software called Proctorio. You'll need to download this software (free) in preparation for the test.

Paper

You'll be asked to write a research paper during the semester. This will give you an opportunity to conduct more in-depth research and to improve your writing skills. The paper will be worth 100 points. Possible paper topics are included in the assignment description.

Grading Scale

The following grading standards will be used in this class:

[Can be Percent or Points]

Grade	Percent
A	94-100
A-	90-93
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
E	0-59

Required or Recommended Reading Assignments

All required readings are pages from the online Pressbook that align with the modules below.

General Description of the Subject Matter of Each Lecture or Discussion

Module 1 – Introduction to the course/cave paintings and the beginnings of graphic communication

Module 2 - The development of writing

Module 3 - The development of the Latin alphabet; Illuminated manuscripts

Module 4 - Moveable type and developments in typography from 1450 to 1800

Module 5 - The Industrial Revolution and the Arts & Crafts movement

Module 6 - Art Nouveau movement

Module 7 - Pictorial Modernism and the influences of Modern Art movements

Module 8 - Suprematism, Constructivism, De Stijl movements; The Bauhaus and the New Typography movements

Module 9 - Midterm exam; The Harlem Renaissance

Module 10 - Modernism in America; The International Typographic Style

Module 11 - The New York School; The Golden Age of advertising

Module 12 - The Pushpin Style, Postmodernism and New Wave Typography

Module 13 - The Digital Revolution, Part I (1970s, 80s, and early 90s)

Module 14 - Deconstructing communication, and socially conscious design (1970s-early 2000s)

Module 15 - The Digital Revolution, Part II (1990s to ~2010)

Required Course Syllabus Statements

Generative AI

Since artificial Intelligence (AI) has become more prevalent and accessible in recent years, many students wonder whether or not they can use it in class. Here are the rules/guidelines for this course.

AI programs are not a replacement for your human creativity, originality, and critical thinking. Writing, thinking, and researching are abilities that you must improve over time to develop your own individual voice. At the same time, AI is a tool that you need to learn, recognizing both the opportunities it brings, as well as its limitations.

The use of generative AI tools (e.g. ChatGPT, Copilot, Google Gemini, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas
- Fine tuning your research questions
- Drafting an outline to organize your thoughts
- Checking grammar and style

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts/responses assigned to you or content that you put into a Teams/Canvas chat.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers to complete class assignments

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty. Any student work submitted using AI tools should clearly indicate what work is the student's work and what part is generated by AI. In such cases, no more than 25% of the student work should be generated by AI (but keep in mind the guidelines listed above). If any part of this is confusing or unclear, please reach out to me for a conversation before submitting your work.

Using Remote Testing Software

This course does not use remote testing software.

This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.