



FORT HAYS STATE UNIVERSITY

DEPARTMENT OF ART AND DESIGN

Forward thinking. World ready.

HISTORY OF GRAPHIC DESIGN / ART 490 / Fall 2025

Professor Karrie Simpson Voth

COURSE SYLLABUS

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INSTRUCTOR

Karrie Simpson Voth, *Department Chair and Professor of Graphic Design*

Office: AD 121

Phone: 785-628-5921 or 785-628-4247 (Art and Design office)

E-mail: ksimpsonvoth@fhsu.edu (preferred method of contact)

Schedule an Appointment: <https://calendly.com/ksimpsonvoth>

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COURSE



Class Hours: 8:30-10:20 (MWF)

Facebook Class Group: "FHSU History of Graphic Design 2025"

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COURSE DESCRIPTION & LEARNING

An exploration of the relationship between graphic design and its audience, analysis of the evolution of form or visual attributes, and the study of the social and economic impact of design. The course will provide a conceptual and pictorial view of significant stages in the development of graphic design through an in-depth study of stylistic periods and pioneers of graphic design. We will explore design theory, styles, and issues from the late 1800s through the present day.

Learning Outcomes

1. To explore the relationship between graphic design and its audience
2. To analyze the evolution of form or visual attributes
3. To recognize and distinguish between the stylistic periods of graphic design
4. To study the social and economic impact of design activities
5. To better understand the past so that future designers will be able to continue a cultural legacy of beautiful form and effective communication.

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TEXTBOOK & COURSE

Required Textbook

"A History of Graphic Design" by Philip Meggs and Alston Purvis (6th edition preferred)

Required Supplies:

- Sketchbook
- External Hard Drive or Solid-State Drive (1 TB)
I suggest the SanDisk 1TB Extreme Portable SSD, #SDSSDE61-1T00-G25 (\$100+ on Amazon)

Technology Requirement:

All students enrolled at Fort Hays State University are expected to have a computer* for use in a variety of university learning experiences. *On-campus students are expected to have a laptop to ensure mobility. TigerTech only helps with accessing and using FHSU-hosted systems and University-owned equipment. FHSU does not sell computers and does not provide computer repair for student devices.

Hardware:

To meet basic security, networking, and upgrade requirements, your computer should be running Mac OS X (or newer). Students are encouraged to utilize the two Mac labs in the department (rooms 202 and 210). Ideally, your computer's warranty should be supported by the manufacturer throughout your college career. iPads are not recommended for use as your primary device due to limited functionality. Ask your instructor or academic department to learn about any specific technology requirements that may apply to your program/courses.

Software:

Enrolled students at FHSU can take advantage of a variety of options to get FREE and/or discounted software for use on personal devices at www.fhsu.edu/tigertech/software/. If you have any technical issues, contact FHSU TigerTech at 785-628-3478 and notify the professor.

Most courses in Graphic Design and Motion Design programs require some horsepower when it comes to hardware and software. The computers in either computer labs 202 or 210 are sufficiently updated and should be utilized as much as possible for student projects. In the event of hybrid instruction, students may also work from home on a personal computer or laptop.

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STUDENT RESOURCES

Students have access to academic services, technical support, and student services at Fort Hays State University. You can find the resources online at FHSU Blackboard Student Tutorials. For more information, you can contact TigerTech at 785-628-3478 or FHSU TigerTech.

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TEACHING METHODS & EXPECTATIONS

Delivery Method:

Classes will be fully on campus. Below is a breakdown of each platform we will use for the semester.

- **Blackboard**
This tool is a university standard and will serve as the central hub for this class, where you will find your grades, announcements, links to video content, etc. Blackboard sends alerts, but it is always good to check the course page early and often.

- **Facebook**

Please join the group called "FHSU History of Graphic Design 2025." This will be one of the main communication platforms we use due to the versatility of the tools provided. Announcements will be posted here, and we will use it for critique when outside of class. Please turn your notifications on for this course.

- **Google Drive**

Each student will have their own folder within the "History of Graphic Design 2025" Google Drive folder. Students will be responsible for putting their specific projects into their folders to be graded.

07**ASSESSMENT METHODS & GRADING****Course Instruction**

The subject matter will be taught through a combination of interactive lectures, readings, and independent research. Each student will be required to participate in class discussions over readings, complete one research paper and one design project, and a political poster series.

Grading Criteria

Points for each area are listed below in the left column. Grades will be given on the number of points acquired over the semester. A total of 850 points are possible. Letter grades and their equivalent points are listed below in the right column.

• Poster Series: 500 pts	850 — 765	A
• Project Plan: 50 pts	764 — 680	B
• Final Project: 300 pts	679 — 595	C
	594 — 510	D
	509 — 0	U

08**COURSE POLICIES****Class Attendance/Participation:**

Students are expected to attend all class meetings. Lectures will be given on any day, and you will be expected to know the material for class discussions and projects. Three unexcused absences will result in the loss of a letter grade at the semester. Five unexcused absences will result in the final grade of "U". Excused absences are illness and official University travel. If you know you will have to be absent, please call, e-mail, or leave a message with the art office (628-4247). Please be on time for class. Being tardy two times will equal one absence, etc.

Assignment Due Date:

When a deadline is set, you are expected to meet it on time. You will have to spend extra time out of class to work on your projects. Only serious reasons will be accepted for an extension. Unless prior arrangements are made, all projects are due on the noted day. For every day a project is turned in late, one letter grade will be deducted from the total grade. Assignments turned in late will be accepted up to two class periods late. After that, it is an automatic "U" (unless other arrangements were made).

Procedures for Assignment Submission:

Each project will have an associated Learning Module on Blackboard. Students will be required to print and/or upload their finished project in the class Google Drive before class begins on the due date.

Cell Phone Policy

Unless using a mobile device for research or taking notes, please keep them silent and out of reach. Texting and taking phone calls are prohibited unless prior permission is obtained.

Facility Hours & Policies

The Schmidt Foundation Center for Art and Design Hall will be open from 7:00 AM–9:00 PM, Monday through Friday. Students will need to obtain a “Night and Weekend Pass” from the main office to be in the building after hours, on weekends, and on holiday breaks when the building is locked. Each student major will have access to enter the building with their Tiger ID card and must keep their pass with them while in the building, as the campus police will be patrolling the premises each night and will ask to see the student’s pass and Tiger ID. Anyone who does not have their Night and Weekend Pass and ID with them will be asked to leave by campus police (if it is after regular hours or on a holiday break).

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UNIVERSITY POLICIES

- [Academic Honesty](#)
- [Attendance](#)
- [Withdrawal](#)
- [Student Accessibility Services](#)
- [Health and Wellness Services](#)
- [Career Services](#)
- [Technology Services](#)
- [Title IX Policy](#)

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ARTIFICIAL INTELLIGENCE (AI)

Visual Imagery Creation PROHIBITED unless instructor permission is granted:

Unless a student has instructor permission, the use of AI-generated imagery is prohibited in this course. It may be permitted if all other avenues are exhausted and/or it is applied in a minimal and supportive way rather than the main design. Academic integrity is essential. Assignments that are suspected of or found to be plagiarized or employ the unauthorized use of AI tools will be subject to the University Academic Honesty Policy and may result in a 0 for the assignment, failure of the course, and, if warranted, expulsion from FHSU.

Written Content Creation WITH PRIOR PERMISSION:

Students can use AI-generated texts only on designated portions of written assignments in this course if instructor permission is obtained in advance and the content generated is properly cited. Unless given permission to use AI tools, each student is expected to complete each assignment without substantive assistance from AI. Unauthorized or suspected unauthorized use of AI will be subject to the FHSU Academic Honesty Policy and may result in a 0 for the assignment, failure of the course, and, if warranted, expulsion from FHSU.

This schedule is tentative and might change during the semester depending on how the course evolves. The content is subject to change depending on students' progress. Students will be notified of any changes through announcements either in class or on our Facebook and Blackboard pages.

	DATE	LESSON	PROJECT
WEEK 1	August 19 Monday	<ul style="list-style-type: none"> Discuss syllabus Reading and discussion: <i>"Why Designers Need to Get Political"</i> 	<ul style="list-style-type: none"> Project 1: Political Poster Series
	August 20 Wednesday	<ul style="list-style-type: none"> Intro lecture "I Side With..." Quiz (in class) Reading and discussion: <i>"Do You Live in a Democracy"</i> 	
	August 22 Friday	<ul style="list-style-type: none"> Reading: Heather Cox Richardson Political Google Form Prepare questions for panel discussion on Wednesday 	
WEEK 2	August 25 Monday	<ul style="list-style-type: none"> Styles lecture Small group discussions 	
	August 27 Wednesday	<ul style="list-style-type: none"> Panel Discussion: AD 208 Dr. Wendy Rohleder-Sook and Dr. Jay Steinmetz (Political Science), Dr. Hsin-Yen Yang (Communications), and Dr. Carl Miller (Philosophy) 	
	August 29 Friday	<ul style="list-style-type: none"> Panel Discussion (continued) 	
WEEK 3	September 1 Monday	LABOR DAY: NO CLASS	
	September 3 Wednesday	<ul style="list-style-type: none"> Styles lecture Small group discussions 	

WEEK 3	September 5 Friday	<ul style="list-style-type: none"> • Styles lecture • Small group discussions 	<ul style="list-style-type: none"> • Project 1: Political Poster Series (cont.)
WEEK 4	September 8 Monday	<ul style="list-style-type: none"> • <u>PROGRESS CHECK (1)</u> Must have 5 topics identified and initial concepts for each 	
	September 10 Wednesday	<ul style="list-style-type: none"> • WORKDAY 	
	September 12 Friday	<ul style="list-style-type: none"> • WORKDAY 	
WEEK 5	September 15 Monday	<ul style="list-style-type: none"> • <u>PROGRESS CHECK (2)</u> Must have sketches for at least 3 of the 5 poster concepts 	
	September 17 Wednesday	<ul style="list-style-type: none"> • WORKDAY 	
	September 19 Friday	<ul style="list-style-type: none"> • WORKDAY 	
WEEK 6	September 22 Monday	<ul style="list-style-type: none"> • <u>PROGRESS CHECK (3)</u> Must have sketches for the final 2 poster concepts and should start experimenting with different processes/styles. 	
	September 24 Wednesday	<ul style="list-style-type: none"> • WORKDAY 	
	September 26 Friday	<ul style="list-style-type: none"> • WORKDAY 	
WEEK 7	September 29 Monday	<ul style="list-style-type: none"> • <u>PROGRESS CHECK (4)</u> Posters should be moving on from the sketching phase to the experimentation phase. Styles should be identified for all. 	

WEEK 7	October 1 Wednesday	<ul style="list-style-type: none"> • WORKDAY 	<ul style="list-style-type: none"> • Project 1: Political Poster Series (cont.)
	October 3 Friday	<ul style="list-style-type: none"> • WORKDAY 	
WEEK 8	October 6 Monday	<ul style="list-style-type: none"> • PROGRESS CHECK (5) Posters should have styles identified and should be in the refinement phase. 	
	October 8 Wednesday	<ul style="list-style-type: none"> • WORKDAY 	
	October 10 Friday	<ul style="list-style-type: none"> • WORKDAY 	
WEEK 9	October 13 Monday	<ul style="list-style-type: none"> • WORKDAY 	
	October 15 Wednesday	<ul style="list-style-type: none"> • WORKDAY 	
	October 17 Friday	<ul style="list-style-type: none"> • Digital versions of all posters due (need to be in your Google Drive folder within our class folder) • Critique (day 1) 	
WEEK 10	October 20 Monday	<ul style="list-style-type: none"> • Critique (day 2) • All changes need to be made so posters can be printed and turned in Friday 	
	October 22 Wednesday	<ul style="list-style-type: none"> • Workday: Finish refining posters • Print posters 	
	October 24 Friday	<ul style="list-style-type: none"> • Final printed posters due at beginning of class • Final digital files due (in your Google Drive folder within our class folder) • Mat posters during class 	

WEEK 11	October 27 Monday	<ul style="list-style-type: none"> • Hang chosen posters in atrium • VOTING BEGINS AT 10:30 AM. • Voting will take place Oct. 28–Nov. 1 • Introduction of final research project • Reading (handout) 	Final Project: Social Change
	October 29 Wednesday	<ul style="list-style-type: none"> • Discussion of reading • WORKDAY: Project Plan 	Final Project: Social Change (cont.)
	October 31 Friday	<ul style="list-style-type: none"> • Due: Project Plan 	
WEEK 12	November 3 Monday	<ul style="list-style-type: none"> • <u>PROGRESS CHECK (1)</u> Logo should be in development, color palette defined, and components decided. Visuals in progress. 	
	November 5 Wednesday	<ul style="list-style-type: none"> • WORKDAY 	
	November 7 Friday	<ul style="list-style-type: none"> • WORKDAY • Take down posters (4:00 PM) 	
WEEK 13	November 10 Monday	<ul style="list-style-type: none"> • <u>PROGRESS CHECK (2)</u> Logo should be finalized and all pieces in development. 	
	November 12 Wednesday	<ul style="list-style-type: none"> • WORKDAY 	
	November 14 Friday	<ul style="list-style-type: none"> • WORKDAY 	
WEEK 14	November 17 Monday	<ul style="list-style-type: none"> • <u>PROGRESS CHECK (3)</u> All pieces should be in the refinement phase. 	

WEEK 14	November 19 Wednesday	• WORKDAY	
	November 21 Friday	• WORKDAY	

FALL BREAK: NOVEMBER 24–28

WEEK 15	December 1 Monday	<ul style="list-style-type: none">• <u>PROGRESS CHECK (4)</u> Everything should be in the final phase of completion. Keynote presentation should be in creation process.	Final Project: Social Change (cont.)
	December 3 Wednesday	<ul style="list-style-type: none">• WORKDAY	
	December 5 Friday	<ul style="list-style-type: none">• WORKDAY	
WEEK 16	December 8 Monday	<ul style="list-style-type: none">• FINAL PROJECT DUE: Critique-day 1	
	December 10 Wednesday	<ul style="list-style-type: none">• Critique-day 2	

NOTES:

DISCLAIMER

The professor reserves the right to make modifications to this information throughout the semester.