

## **SURVEY Graphic Design History**

*This survey is being conducted as part of my MFA Thesis. Your participation is greatly appreciated. Information submitted will be collected to show current trends in the teaching of graphic design history. Please respond to these questions using your current practice of teaching.*

1. Using the design movements from Meggs' History of Graphic Design, please select the movements you cover in your graphic design course, whether you use this book or not. Select all that apply.

- The Invention of Writing
- Alphabets
- The Asian Contribution
- Illuminated Manuscripts
- Printing Comes to Europe
- German Illustrated Book
- Renaissance Graphic Design
- An Epoch of Typographic Genius
- Graphic Design and the Industrial Revolution
- The Arts and Crafts Movement
- Art Nouveau
- The Genesis of Twentieth-Century Design
- The Influence of Modern Art
- Pictorial Modernism
- The New Language of Form - Constructivism
- The Bauhaus and New Typography
- The Modern Movement in America
- The International Typographic Style
- The New York School
- Corporate Identity and Visual Systems
- The Conceptual Image
- Postmodern Design
- National Visions within a Global Dialogue
- The Digital Revolution and Beyond

2. As educators we want to provide students with skills and concepts that are relevant to the students' design practice. How important do you feel each topic is in providing the student with information that will enhance their work as both student and professional designer?

	Unimportant	Low Importance	Important	Very Important
The Invention of Writing				
Alphabets				
The Asian Contribution				
Illuminated Manuscripts				
Printing Comes to Europe				
German Illustrated Book				
Renaissance Graphic Design				
An Epoch of Typographic Genius				
Graphic Design and the Industrial Revolution				
The Arts and Crafts Movement				
Art Nouveau				
The Genesis of Twentieth-Century Design				
The Influence of Modern Art				
Pictorial Modernism				
The New Language of Form - Constructivism				
The Bauhaus and New Typography				
The Modern Movement in America				
The International Typographic Style				
The New York School				
Corporate Identity and Visual Systems				
The Conceptual Image				
Postmodern Design				
National Visions within a Global Dialogue				
The Digital Revolution and Beyond				

3. What level is graphic design history taught?

First year - 100 level course

Second year - 200 level course

Third year - 300 level course

Fourth year - 400 level course

Other

If other, please explain:

4. What is the course titled at your institution?

History of Graphic Design (or Visual Communications)

Graphic Design (or Visual Communications) Survey

Graphic Design (or Visual Communications) Studies

Other

If other, list title here:

5. What type of course do you offer:

Lecture

Studio

Seminar

Combination (example: a lecture course however students do projects as well as test and written assessments)

Other

If other, please explain:

6. What text book is used to teach your graphic design history course.

Meggs' History of Graphic Design

Eskilson, Graphic Design: A New History

Drucker and McVarish, Graphic Design History: A Critical Guide

Palacio and Vit, Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design

Other

If other, please list books used:

7. Please answer the following with the scale of one to five. One (1) totally disagree, two (2) somewhat disagree, three (3) neutral, four (4) somewhat agree, and five (5) completely agree.

	1	2	3	4	5
There is sufficient time to cover the history of graphic design, from pre-history to present day, in one semester.					
Since I cannot fit everything in, I skip over quite a bit to get through the textbook.					
I use the textbook as a reference and provide primary content mostly from other resources.					
I use a textbook as a primary resource and use other sources as needed.					
I use exams, quizzes and written assignments to assess learning.					
Students do hands-on projects in addition to exams, quizzes and written assignments to assess learning.					
Students are actively engaged with the learning process.					
I often feel the course should be taught differently than allowed by the institution.					
I enjoy teaching the history of graphic design.					
I am actively seeking new ways to teach history of graphic design.					
I primarily use journals, and / or hands on projects to assess learning.					

8. At what type of learning institution do you teach?

Community College

Four-year University

School of Art and Design

One to two year certificate program

Other

If other, please explain:

9. What other art history courses are required as part of the graphic design curriculum?

10. A little about yourself. Select all that apply.

I am a full-time instructor.

I am a part-time instructor.

I have an active graphic design practice.

11. If you would like to share more information about how you teach history of graphic design, please do so below. For possible citation purposes please include your name, contact info, position and educational institution. Or you may remain anonymous.

Thank you for your participation. Please send completed survey to [victoria\\_redtruck@mac.com](mailto:victoria_redtruck@mac.com) If you wish to remain anonymous, save PDF without your name. Your help is greatly appreciated!  
Vicki Shepherd, SCAD MFA Candidate