

**El Paso Community College**  
**Syllabus**  
**Part II**  
**Official Course Description**

<b>SUBJECT AREA</b>	<u>Advertising Graphics &amp; Design</u>
<b>COURSE RUBRIC AND NUMBER</b>	<u>ARTC 2311</u>
<b>COURSE TITLE</b>	<u>History of Communication Graphics</u>
<b>COURSE CREDIT HOURS</b>	<u>3                    3                    :                    0</u> Credits                    Lec                    Lab

**I. Catalog Description**

Surveys the evolution of graphic arts in relation to the history of art. Includes formal, stylistic, social, political, economic, and historical aspects. Emphasizes the art movements, schools of thought, individuals, and technology as they interrelate with graphic arts. **(3:0)**.

**II. Course Objectives**

Upon completion of the course, the student will be able to:

- A. Describe certain epochs in pre-history and history and their respective contributions to Western civilization.
- B. Discuss the implications of open mindedness and receptiveness for Aesthetic attitude.
- C. Explain how science and new technology bring new problems as well as opportunities and force reconsideration of personal, cultural, and environmental values.
- D. Practice and master communication skills.
- E. Write college-level material and employ methods of gathering information using traditional research methods.

**III. THECB Learning Outcomes (WECM)**

Major art and design styles from the past; recognize techniques and media used in graphic arts; relate historic styles and their influence to the present; and recognize prominent graphic artists and their contribution to the development of popular styles.

**IV. Evaluation**

- A. Assessment
  - 1. Students will be tested at least twice during the semester, at the discretion of the instructor. The method of testing will be left to the instructor.
  - 2. The student will be evaluated on class participation.
- B. Grading –Traditional grading methods will be observed with 70% passing.
- C. At the discretion of the instructor, the student will be assigned a term paper that will be due on the last day of classes, not on the day of the final examination. NO EXCEPTIONS.

Percentage and Letter Grade

A.	90% - 100%
B.	80% - 89%
C.	70% - 79%
*D.	60% - 69%
*F.	0 – 59%

- ❖ If these grades are earned, the student is encouraged to confer with the instructor for remediation.

**V. Disability Statement (Americans with/Disabilities Act [ADA])**

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

**VI. 6 Drop Rule**

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.