



# P A R K L A N D C O L L E G E

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To: GDS 102 Students  
From: Paul Young  
Date: January 15, 2010  
Subject: Welcome

Welcome to Parkland College, and welcome to Graphic Design History. All course material for this class can be accessed at <http://gds.parkland.edu/gds/102> anytime anywhere.

Don't be put off by the word "history." This course is really about style and fashion. Just like fashion designers, graphic designers believe in being stylish. Our designs reflect our taste and our moods. We like to dress up for an important event. We like to dress down for a casual get together. We like to mix it up a little for a wild party. We choose colors and shapes to accessorize our designs. We spend hours deciding what typeface to use. When we're done, people look at our designs and go "Wow! I wish I could have done that."

How do designers become so stylish? The answer is simple: they took a design history class in college. In this class, we will be studying the styles of the past so that you don't accidentally wear plaid pants to a formal dinner. We will be looking at the work of top designers so that you can be influenced by the best. And most importantly, we'll be looking at trends so that you can predict the future and design on the cutting edge.

Remember the high school teacher that made you memorize all those dates in that history class? Well, that won't happen in this class. When I need a date, I just look it up on the Internet. Isn't that what you would do? Therefore, all of our quizzes will be open book, open notes and open Internet. I don't believe in memorization, but I do believe in knowing where to look for information that I need.

I am aware that there are different students with different learning preferences. If you are having difficulties learning the material being presented in this class, I highly encourage you to see me during my office hours.

I have an open door policy, which means that anyone can come to see me at any time. However, appointments are strongly encouraged because you will have priority over those people without appointments.

My personal goal is to make sure that each and everyone of you have a fulfilling learning experience here at Parkland. Let's have a great time doing that.

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