Course and Contact Information

Instructor: Joe Miller
Office Location: Art 327
Email: joe.miller@sjsu.edu
Office Hour: Monday 11:00am–12:00pm
Class Days/Time: Tuesday/Thursday 3:00pm–5:50pm
Classroom: Art 212
Prerequisites: Art 24, DsGD 63, DsGD 83, and DsGD 99

Course Format

Technology Intensive
This course requires in-class laptop use, wireless printing to class printers, Adobe Creative Cloud (Illustrator and Photoshop at minimum), and font software. Complete and reliable data backup is essential. Out-of-class printing purchases will also be required.

Faculty Web Page and MYSJSU Messaging
Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System course login website at http://sjsu.instructure.com. You are responsible for regularly checking with the Canvas messaging system and through your MySJSU (http://my.sjsu.edu) email to learn of any updates.

Course Description
This course offers a semester long studio experience that engages a series of experimental problems exploring methods of visual organization and communication used in graphic design. The course also promotes the critical examination of ideas, two-dimensional spaces, and three-dimensional structures, including the relationship between some production methods and materials.

Course Learning Outcomes (CLO)
Upon successful completion of this course, you will, through experimentation, careful analysis, and evaluation, establish a basis for visual problem solving utilizing the following interrelated theories.

Upon successful completion of this course, students will be able to:
CLO 1 – identify the design elements and techniques of visual compositions;
CLO 2 – use the interrelated design principles to build and work with the design elements;
CLO 3 – apply the attributes of communication design and develop effective design methodology and process
for solving visual problems;

CLO 4 – apply the design theories when working with design elements and attributes to form the visual foundations for decisions designers use to clarify, synthesize and dramatize the familiar world;

CLO 5 – arrange and compose information to make compelling and experimental visual expressions for presentation.

Required Texts/Readings

Type: Introduction to Typography (dsgd 99 course reader), Joe Miller
free download at course web page

Strongly Recommended Texts/Readings

ISBN: 1568985819

ISBN: 3721200063

ISBN: 0470163755

Course Requirements and Assignments

Four (4) projects will be assigned in this course as outlined in a detailed project description document. Projects will be turned in as prints on paper and constructed forms as designated in the project descriptions.

SJSU’s Credit Hour Requirement:

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

Grading Information

The project and course performance will be evaluated according to the following components Each project will be graded upon completion and assigned a letter grade according to the University policy—A through F. An incomplete will be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. Bases for the grading are:

Problem solving skills - CLO 1–3
Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.

Formgiving skills - CLO 1, 2, and 4
Design exploration, development, and refinement. The synthesis of the elements, principles, and attributes of form into an effective, evocative product. The verbal/visual investigation of form and function.

Presentation skills - CLO 4 and 5
The skill, dexterity, and attention to detail exhibited in presentation. The quality of line and form necessary for effective visual communication.
Participation and Preparation - CLO 2 and 3
Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

Project grades will be weighted according to the following percentages:

<table>
<thead>
<tr>
<th>Project</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Project 1</td>
<td>25%</td>
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<tr>
<td>Project 2</td>
<td>25%</td>
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<tr>
<td>Project 3</td>
<td>25%</td>
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<tr>
<td>Project 4</td>
<td>25%</td>
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Participation Effect on Grading
Project grades will be assigned on a scale of 0 to 4, corresponding to the letter grades F to A as outlined in this document. Projects will be graded in the areas of concept, form, objectives, and execution. Projects must be turned in when due. One full letter grade per meeting will be deducted on late projects. On-time presentation of all preliminary roughs and final comps, as well as progress during in-class working sessions, will be noted towards participation (“on-time” means that work is on the wall or otherwise placed as requested prior to the start of any critique or presentation). Students missing only one of these deadlines will be rewarded by the addition of one-quarter point to their semester score. Missing three will cause the deduction of one quarter point; missing four, a deduction of one half point; missing six, of one point; and missing eight or more will result in a failure grade. Project scores are averaged and participation scores figured in. Due to the addition or subtraction of participation scores, project scores are not the only basis for semester grades.

Grading Scale
A-, A, A+ = Excellence (3.7–4.0)
Student consistently delivers creative and high quality work and demonstrates the ability to explore a wide range of alternative options as well as the ability to make intelligent and informed decisions on the final solution. Student is able to refine final solutions to instructor feedback. Student shows the ability to communicate ideas clearly and completely, both visually and verbally. Well-crafted and informed arguments support any and all design decisions. All projects are complete and on time. Student demonstrates a strong, engaged effort in work and in class. Student maintains at all times a positive attitude and commitment towards the profession, classmates, the instructor and their own development. Student participates in all regularly scheduled classes. Overall, student meets and exceeds the requirements of the course.

B-, B, B+ = Very good work (2.7–3.6)
Student demonstrates an above average effort in all areas. Work is complete and demonstrates no craft or technical problem areas. Student shows the ability to communicate decent rationale for design decisions and demonstrates improvement in all areas of professional development as a designer. Student maintains a positive attitude and involvement in all coursework and class activities.

C-, C, C+ = Adequate, average work (1.7–2.6)
Student produces the minimum work required at an average quality level and provides basic explanations for design decisions. Student demonstrates a basic understanding of the principles presented in class and may have some craft and technical problem areas. Student demonstrates average participation in all regularly scheduled classes.

D-, D, D+ = Poor work and lack of effort (0.7–1.6)
Student produces the minimum work required at below average quality and demonstrates little understanding of the principles.

**F = Failure to meet the course requirements (0.0–0.6)**
Student demonstrates a lack of understanding of the basic principles discussed in class and is unable to convey creative and craft and technical ability as required. Student has little or no involvement in class discussions, repeatedly misses deadlines or critiques, and demonstrates little commitment to learning and their own development. Student shows little participation and/or is consistently late for class.

**Important Notes about Grading**
All assignment are graded, therefore you should do your best on them or your course grade will be adversely affected.

It is very important to complete all projects because:
1) Each develops a skill necessary for successful completion of projects.
2) Missing one or more of these projects will lower your course grade substantially.

**Deadlines**
No extensions will be given except in cases of documented emergencies, such as serious illness. If such a circumstance should arise, please contact the instructor as early as possible and be ready to provide documentation.

**Late Assignments**
It is essential that you keep up with the course work and submit all assignments in a timely manner. Assignments will lose a full letter grade for each class day late. Graded assignments more than 3 class days late will not be accepted. In such cases, a grade of zero credit will be entered.

**Extra Credit**
Out of general fairness to all students, there will be no opportunities for extra credit projects given in this class.

**Classroom Protocol**
We are involved in a mutually beneficial communal learning experience, one that requires full attention and respectful behavior toward all members of the class. In order to maximize the learning experience, students are required to observe the following:

- Students must take every step necessary to minimize distractions during class.
- Students are expected to arrive on time and to remain in class until the class is over, or excused. If you have a prior engagement that requires you leave before the end of class, please inform the instructor before class and take care not to disturb other students when you leave.
- It is your responsibility to inform yourself of any content, announcements, or requirements that you miss due to late arrivals. Do not interrupt class to ask about these. Remain after class if you have questions.
- Electronic devices not directly pertaining to your participation in this class must be turned off and put away before class starts. This means you may not place or receive calls, messages, play games, check e-mail, surf the web, visit social media, etc.
• Laptops are to be used for course related purposes only when in class.

• Please do not eat during class.

• Socializing and making unnecessary noise, including clicking on devices, during lectures, critiques, or when other students are presenting material, is counterproductive and inconsiderate.

• Do not use tabletops as a cutting surface—use approved portable cutting surfaces only.

**University Policies**

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at [http://www.sjsu.edu/gup/syllabusinfo/](http://www.sjsu.edu/gup/syllabusinfo/)

**Academic Integrity**

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy F15-7](http://www.sjsu.edu/gup/syllabusinfo/) requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. Visit the [Student Conduct and Ethical Development](http://www.sjsu.edu/gup/syllabusinfo/) website for more information.