

San José State University
Department of Design, Graphic Design Program
DsGD 100, Visual Communication & Process
Section 06, Fall 2018

Course and Contact Information

Instructor:	Randall Sexton, Professor
Office Location:	Art Building, A233
Telephone:	408-924-4387
Email:	randall.sexton@sjsu.edu
Office Hours:	Tue/Thur 11:00 a.m.– 12:00 noon.
Class Days/Time:	Tue/Thur 3:00 p.m.– 5:50 p.m.
Classroom:	Art 216
Prerequisites:	Ani 024 (or ART 024 or DSID 21 or DSIT 10), DSGD 063, DSGD 083 (or ANI 50 or DSID 22, DSIT 83), DSGD 99

Course Format

Computer/Software Requirements

- Wireless laptop computer with software (Adobe Creative Suite)
- Reliable data backup
- Wireless network access: <http://its.sjsu.edu/services/sjsuone/>
- Appropriate type fonts software (Helvetica type family required as in project description).
- Flash drive

Faculty Web Page and MySJSU/Canvas Messaging

Copies of the course materials such as the syllabus, major assignments, project handouts, etc. may be found on Canvas. You are also responsible for regularly checking with the messaging system through [MySJSU](#).

Course Description

Problems explore methods of visual organization used in graphic communication. The course also promotes the critical examination and development of ideas, two-dimensional spaces, and three-dimensional structures, including the relationship between some production methods and materials.

Course Goals

Upon successful completion of this course, you will, through experimentation, careful analysis, and evaluation, establish a basis for visual problem solving.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

- LO 1 – identify the design elements and techniques of visual compositions;
- LO 2 – use the interrelated design principles to build and work with the design elements;
- LO 3 – apply the attributes of communication design and develop effective design methodology and process for solving visual problems;

LO 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;
LO 5 - arrange and compose information to make compelling and experimental visual expressions for presentation.

Recommended Readings

Visual Grammar, Christian Leborg
ISBN: 1568985819

Graphic Design Manual, Armin Hofmann
ISBN: 3721200063

Introduction to Two-Dimensional Design: Understanding Form and Function, John Bowers, Wiley
ISBN: 0470163755

Other/equipment/material

- Working digital files, research and reference materials
- Digital color printer (capable of 13x19 output if practical)
- Drawing implements and papers as in project description
- Pencil, kneaded eraser, ruler
- Black, gray, and color markers, extra fine to wide
- 9x12 marker pads and/or tracing pads
- Clear push pins
- Metal non-slip cutting rule (Schaedler precision rules also recommended)
- X-acto knife and #11 blades in dispenser/disposal unit
- Portable cutting surface (required for cutting in classrooms)
- Graphic arts adhesive (no spraying allowed in building)

Course printing allowance:

Students may access the graphic design program's in-house printing facility during the class session's open lab hours, all users must respect print lab policy's, as well as wireless printing procedures; the printing allowance includes course related materials only, 50 Black and White (8.5 x 11) or (11 x 17) and 30 color (8.5 x 11) or (11 x 17) prints.

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Library Liaison

The San Jose State University Library supports student access to information with in-person reference at the King Library Reference Desk and specialized support for Design online at:

<http://libguides.sjsu.edu/design/GraphicDesign>.

Course Requirements and Assignments

This is a studio-intensive course where 4 assigned projects, will address the graphic design program Learning Objectives: Critiques, work-in-progress discussions, and assigned project reviews form the basis for group discussions within this class. You will be encouraged to develop evaluative skills and articulate them in the critique format. You will also be challenged to determine goals and to make observations and decisions that result in concise, informative, and engaging visual statements.

Note: "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 three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practice. Other course structures will have equivalent workload expectations as described in the syllabus."

All students seeking the BFA in Graphic Design must participate in a portfolio end of the semester review.

Because the Professional Design Program is highly demanding, it is necessary that each student who plans entry at the upper division level, Bachelor of Fine Art Degree, submit a portfolio for faculty review. The portfolio is an advising an admission procedure to assure that students are prepared for advanced classes.

The Graphic Design Program requires completion of the following course before submitting portfolios. (SJSU courses or equivalents) Art 24, DsGD 63, DsGD 83, DsGD 99, DsGD 100.

Note: students who have earned 90 units or more may not change majors except by special permission. Any request for change of major may be denied for students whose time remaining to complete the requirements for a degree would significantly increase.

Grading Information

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. On-time presentation of all preliminary roughs and final comps, as well as progress during in-class working sessions, will be noted towards participation and preparation, “on-time” means that work is on the wall or otherwise placed as requested prior to the start of any critique or presentation. The project and course performance will be evaluated according to the following components: Each project (4 or more) 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 - LO 1~2

Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.

Formgiving and Presentation skills - LO 3~ 4

Design exploration, development, and refinement. The synthesis of the elements, principles, and attributes of form into an effective and evocative expression. The verbal/visual investigation of form and function, includes the skill, dexterity, and attention to detail exhibited in presentation; the quality of line and form necessary for effective visual communication.

Participation and Preparation - LO 5

Producing appropriate on-time 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:

Project 1	25%
Project 2	25%
Project 3	25%
Project 4	25%

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 that support 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 essential to complete all projects because:

- 1) Each develops a skill necessary for successful completion of projects.
- 2) Missing a portion of these projects can lower your course grade substantially.

Deadlines

No extensions will be given except in cases of documented emergencies, 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 day late. Graded assignments more than 3 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

This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this semester, so in order to professionally and effectively deliver the curriculum it is necessary to establish some ground rules. Students are expected to read this syllabus thoroughly and to observe all of the regulations laid out below.

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 requested to observe the following etiquette guidelines:

- Students must take every step necessary to minimize distractions during class.
- Have in possession your working digital files, research and reference materials.
- Students are expected to arrive on time and to remain in class until the class is over or excused – **late arrival and/or early departure will be noted**. If you have a prior engagement that requires you leave before the end of class, please inform the instructor before class and take pains not to disturb other students when you leave.
- Announcements, handouts, and assignments are issued at the beginning of class. All critiques begin 15 minutes after official class start time; no work is to be added to the wall after a critique begins. It is your responsibility to inform yourself of any announcements or requirements that you miss due to late arrivals. Please 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-mails, surf the web, pop into Facebook, Twitter, etc.
- In class Laptops are to be used for course related purposes only.
- **Do not eat in classrooms – strictly enforced.**
- Socializing during lectures or when other students are presenting material for the benefit of the class is counterproductive and inconsiderate.
- No spray-mount adhesive spraying in the classroom.
- Do not use tabletops as a cutting surface.

University Policies: Visit and Read the links Below

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. are available on Office of Graduate and Undergraduate Programs' and Academic Senate website.

<http://www.sjsu.edu/gup/syllabusinfo/>

http://www.sjsu.edu/senate/policies/pol_grades_reg_grad_fees/index.html

Campus Emergency Numbers

Police 911

Escort Service 4-2222

DsGD 100, Visual Communication & Process, Fall 2018, Course Schedule

All dates are subject to change with notice given at a prior meeting.

Week	Date	Topics, Readings, Assignments, Deadlines
1 T	08 21	project discussion: object exploration and representations
1 Th	08 23	rendering and photo work in class exercises
2 T	08 28	brief review, rendering and reductive work in class
2 Th	09 30	brief review, rendering and reductive work in class
3 T	09 04	brief review, work in class
3 Th	09 06	work in class, panel reviews
4 T	09 11	review, discussion(s)
4 Th	09 13	work in class
5 T	09 18	review, work in class
5 Th	09 20	work in class, and final consultations
6 T	09 25	completed, object exploration and representations
6 Th	09 27	project discussion, work in class: compositions with type and with color
7 T	10 02	brief review, work in class
7 Th	10 04	work in class
8 T	10 09	review of 2 or more sets of options
8 Th	10 11	work in class, and final consultations
9 T	10 16	completed, compositions with type and with color
9 Th	10 18	project discussion, work in class: type and image in three dimensions
10 T	10 23	brief review
10 Th	10 25	work in class
11 T	10 30	review of options
11 Th	11 01	work in class, and final consultations
12 T	11 06	review, work in class on final consultations
12 Th	11 08	completed, type and image in three dimensions
13 T	11 13	project discussion work in class: interpretive diagrammatic panel
13 Th	11 15	project discussion work in class
14 T	11 20	no class meeting
14 Th	11 22	no class, Thanksgiving break
15 T	11 27	review of options
15 Th	11 29	review of full-size options
16 T	12 04	work in class with full-size option
16 Tu	12 06	completed, interpretive diagrammatic panel
17 M	12 17	BFA applicant's portfolio due (3:00 p.m.)