San José State University  
Department of Design, Graphic Design Program  
DsGD 103B, Advanced Typography II  
Section 01, Fall 2017

Course and Contact Information

Instructor: Randall Sexton, Professor, Graphic Design
Office Location: Art Building, A233
Telephone: 408-924-4387
Email: randall.sexton@sjsu.edu
Office Hours: Tue/Thur 7:30 a.m.– 8:00 a.m. & 11:00 a.m.– 11:30 a.m.
Class Days/Time: Tue/Thur 3:00 p.m.– 5:50 p.m.
Classroom: Industrial Studies, 226
Prerequisites: Pass BFA GD Portfolio Review, DsGD 105, DsGD 186

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/
- type fonts software
- flash drive

Faculty Web Page and MySJSU Messaging
Copies of the course materials such as the syllabus, major assignments, project handouts, etc. may be found on Canvas https://sjsu.instructure.com/courses/1241800/files. You are also responsible for regularly checking with the messaging system through MySJSU.

Course Description
Capstone conceptual investigations, verbal and visual problem solving utilizing typography and image.

Course Goals
This semester you will continue to experiment analyze and evaluate visual communications problems – interpreting ideas utilizing text and display letterforms (typographic problem solving) with visual metaphor(s), fundamental design theories, tools, and methodologies designers use to clarify, think, see, synthesize and dramatize the familiar world.

Course Learning Outcomes (CLO)
Upon successful completion of this course, students will be able to:

LO 1 – Advance your form and space perception(s) (how information is visually perceived);
LO 2 – Strengthen your aptitude to for visual deconstruction and experimentation;

LO 3 – Enhance your awareness of typographic aesthetic values (why things look good or bad, and how things can be improved);

LO 4 – Refine your knowledge and skills in processes of visual construction and visual translation in two-dimensional environments (how things are put together);

LO 5 – Practice critical judgment for work produced under the designer’s direction (how things are crafted, and/or orchestrated);

LO 6 – Sharpen your aptitude to distinguish typographic relevance from trend or voguish imitations;

LO 7 – Practice basic research methodology to identify, analyze, define problems, and to synthesize complex variables into a satisfying solution (how to use creative design methods);

LO 8 – Improve your capacity to communicate concepts and requirements, verbally as well as visually.

**Recommended Readings**

History of Graphic Design: Edition 6, Philip B. Meggs, and Alston W. Purvis
ISBN-10: 1118772059

Typographic Design: Form and Communication, Edition 6, Rob Carter and Philip B. Meggs
ISBN-10: 1118715764

Pioneers of Modern Typography, Revised Edition, Herbert Spencer
ISBN-10: 0262690810

Typographics1, Roger (editor) Walton
ISBN-10: 0688150667

**Other/equipment/material**

Portable cutting surface (required for cutting in classrooms)

**Expenses**

Estimated cost for semester supplies/materials will vary according to the individual. There is a $45 printing fee for this course to cover software licensing, printing consumables, and related infrastructure.

**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](http://libguides.sjsu.edu/design/GraphicDesign) or by appointment with Rebecca Kohn. She may be contacted at rebecca.kohn@sjsu.edu
**Course Requirements and Assignments**

This is a studio-intensive course where 2 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.

**Grading Information**

The project and course performance will be evaluated according to the following components. Each project (2) will be graded upon completion and assigned a letter grade according to the University policy—A through F. Late projects are subject to an F unless prior arrangements have been made (health, family emergency, etc.) An incomplete will only be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. Bases for the grading are:

- **Problem solving skills:** LO 5 – 8
  The planning, organizing, message development, analysis, and willingness to present and discuss class assignments. Including the extent of personal engagement and verbal/visual contributions to class activities.

- **Formgiving skills:** LO 1 – 4
  Design exploration, development, and refinement – your collective skills in the synthesis and use of the elements, principles, and attributes of form into effective, and evocative solutions – your verbal/visual investigation of form and function.

- **Conceptual skills:** LO 7 – 8
  The skill, dexterity, and attention to details linked to visible ideas and related to investigations.

**The semester grade will be weighted according to the following percentages:**

<table>
<thead>
<tr>
<th>Project 1</th>
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<td>Project 2</td>
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**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 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.
- Students are expected to arrive on time and to remain in class until the class is over or excuse – late arrival and/or early departure will be noted. If you have a prior engagement that requires you leave, 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.
- Please do not eat during class.
- 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.

It is expected that there will be 2+++ hours of homework for each hour of class.

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 at http://www.sjsu.edu/gup/syllabusinfo/*VISIT AND READ*

Campus Emergency Numbers
Police 911
Escort Service 4-2222
## Course Schedule

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

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