

**San José State University**  
**Department of Design, Graphic Design Program**  
**DsGD 110, Visual Literacy and Image Making**  
**Section 01, Fall 2018**

**Course and Contact Information**

<b>Instructor:</b>	Julio Martínez
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<b>Office Hours:</b>	Mon/Wed 11:15-11:45am
<b>Class Days/Time:</b>	Mon/Wed 8-10:50am
<b>Classroom:</b>	Industrial Studies 226
<b>Prerequisites:</b>	Pass BFA Portfolio Review

**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/>

**Faculty Web Page and MySJSU Messaging**

Course materials such as syllabus, handouts, assignment instructions, etc. can be found on Canvas. You are responsible for regularly checking this site to learn of any updates.

**Course Description**

A course that defines the ability to assess and utilizes communications composed of various visual images (hybridization of manual, analog, and digital processes) for goal oriented projects. Students will develop tools needed to critically examine the visual world and strategies for creating unique visual forms and process of visual encoding and visual decoding for incorporating into graphic design projects.

**Course Goals**

The goal of this course is to contribute to the student's discovery and understanding of the basic objectives and methods used in image making and visual literacy.

## Course Learning Outcomes (CLO)

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

- LO 1 – demonstrate educational philosophies and goals that facilitate the development of a creative professional who can analyze problems from many different perspectives;
- LO 2 – demonstrate the knowledge to gather, evaluate, and apply appropriate and necessary information and research findings to creatively and innovatively problem solve;
- LO 3 – demonstrate the knowledge to synthesize information and generate multiple concepts and/or multiple design responses to programmatic requirements and criteria;
- LO 4 – demonstrate the ability to express ideas clearly through visual technology producing design presentations across a range of appropriate media.

## Recommended Readings

Refer to the class website or in-class handouts

## Other/equipment/material

- Always have your working digital files, and 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 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)

## Expenses

Estimated cost for semester supplies/materials will vary according to the individual.

## 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> or by appointment with Rebecca Kohn. She may be contacted at [rebecca.kohn@sjsu.edu](mailto:rebecca.kohn@sjsu.edu)

## Course Requirements and Assignments

This course will include lectures, group discussions, presentations, and class time allotted for creative work. Participation in discussions, work sessions, and critiques is vital to the success of this class.

The course is comprised of four major projects. The objectives and parameters of each project will be described in detail during class. It will be your responsibility to take notes and ask questions until you fully understand the assignment. In addition to the major assignments, several small exercises will also be assigned.

This is a three-hour class. We will often take one scheduled 10-minute break halfway through the class period. You are expected to arrive on time and prepared to work for the entire class period. Although in-class work sessions are an integral component of this course, outside work on assignments will be necessary to meet project

deadlines. Significant progress is expected between classes. You are responsible for coming to class with the completed assignment and all necessary tools and materials for continuing work on the assignment.

Projects are due at the beginning of each class, which means that your work must be displayed and ready for critique at that time. This may require that you arrive at class in advance so that you are on time. If you are more than 20 minutes late for class, you will be counted as tardy and it is possible that we may not critique your work.

### Assignment Submission

Specifics for each printed project will be described in class. In addition, you will also turn in digital files as follows:

- Upload to Google Drive. (You will receive email invitation to shared folder).
- Submit documents in PDF format only—no source files.
- When more than one page is needed to show final pieces and/or studies, use multiple pages within PDF's
- Please keep uploads no larger than 50MB
- Name your files as follows: "lastname\_firstname\_110\_project1\_final.pdf"

### Grading Information

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.

Late assignments are subject to an F unless prior arrangements have been made. An incomplete will be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. 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. Bases for the grading are noted below:

#### 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, evocative product. The visual investigation of form and function, includes the skill, dexterity, and attention to detail exhibited in presentation; the quality of form necessary for effective visual communication.

#### Participation and Preparation - LO 4

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%
Side Project	10%
Readings & Exercises	15%

## Grading Scale

For each major assignment you will be given a written grade sheet evaluating your performance in each of the categories above. These will be tallied to calculate your final grade. Letter grades are assigned according to the following scale:

A+	(98% and higher)	Exceptional work, equal to that of a professional designer.
A	(92% and higher)	Excellent and inspired work. Exemplary attitude.
A-	(90%–91%)	Excellent work and attitude.
B+	(88%–89%)	Exceeded the requirements of the assignment. Very good work.
B	(82%–87%)	Met or exceeded the requirements of the assignment. Good work.
B-	(80%–81%)	Met the requirements of the assignment. Better than average work.
C+	(78%–79%)	Met the requirements of the assignment. Average work.
C	(72%–77%)	Satisfactorily met the minimum requirements of the assignment. Acceptable work.
C-	(70%–71%)	Met the minimum requirements of the assignment. Below average work.
D+	(68%–69%)	Failed to meet requirements. Below average. Poor work and/or effort.
D	(62%–67%)	Failed to meet requirements of the assignment. Poor work and/or effort.
D-	(60%–69%)	Failed to meet all requirements of the assignment. Poor work and/or effort.
F	(59% and lower)	Unacceptable.

All assignments are graded and due at the start of class on the dates outlined on the schedule. In-class exercises will receive a point value. If you fail to meet any deadline, your final grade for that assignment will be lowered by one grade level. Assignments cannot be re-done for re-evaluation.

## 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, an F Grade 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:

- In case of an absence, you are responsible to stay on track with deadlines, assignments and anything you may have missed in class. Ask a classmate or check the class website before emailing the instructor.
- 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 – **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, Instagram, 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 4+ 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](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/> ←\*VISIT AND READ\*

### **Campus Emergency Numbers**

Police 911

Escort Service 4-2222

## DsGD 110, Visual Literacy and Image-Making, Fall 2018, Course Schedule

All dates are subject to change with notice given at a prior meeting. For specific elements due on each day, consult the class website.

### Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1 W	08/22	Course introduction / Project 1 introduction / Work in class / Exercise
2 M	08/27	Work in class / Exercise
2 W	08/29	Group review / Work in class
3 M	09/03	— Labor Day, No Class
3 W	09/05	Individual review / Work in class
4 M	09/10	Individual review / Work in class
4 W	09/12	Group review / Work in class
5 M	09/17	Individual review / Work in class
5 W	09/19	<b>Project 1 Due / Project 2 intro</b>
6 M	09/24	Group review / Work in class
6 W	09/26	Work in class
7 M	10/01	Individual review / Work in class
7 W	10/03	Small group review / Work in class
8 M	10/08	Individual review / Work in class
8 W	10/10	Small group review / Work in class
9 M	10/15	Individual review / Work in class
9 W	10/17	Small group review / Work in class
10 M	10/22	Individual review / Work in class
10 W	10/24	<b>Project 2 Due / Project 3 intro</b>
11 M	10/29	Small group review / Work in class
11 W	10/31	Individual review / Work in class
12 M	11/05	Work in class / Exercise
12 W	11/07	Work in class / Exercise
13 M	11/12	— No class, Veterans' Day
13 W	11/14	Group review / Work in class
14 M	11/19	— No class, Thanksgiving break

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
14 W	11/21	— No class, Thanksgiving break
15 M	11/26	Individual review / Work in class
15 W	11/28	Group review / Work in class
16 M	12/03	Small group review / Work in class
16 W	12/05	Individual review / Work in class
17 M	12/10	<b>Last Day of Instruction / Project 3 Due</b>
18 M	12/17	7:15–9:30am (University-scheduled final exam time)