

San José State University
Department of Design
DsGD 120, Exhibition Design & Info Graphics, Section 1, Fall 2018

Course and Contact Information

Instructor:	Connie Hwang
Office Location:	Art Building Room 120
Campus Telephone:	408 924 4352
Email:	connie.hwang@sjsu.edu
Office Hours:	Mon/Wed 2–3pm (by advanced appointment only)
Class Days/Time:	Mon/Wed 3–5:50pm
Classroom:	IS 226
Prerequisites:	Pass BFA Portfolio Review, DsGD 106, and DsGD 186

This course is 3 semester units and graded.

Course Description

Introducing principles, processes, and vocabularies of exhibition and info graphics design. Instruction in two and three dimensional visualization of objects and spaces. Instruction in the use of instrument-aided drawing, freehand drawing, and model building to represent and communicate design ideas at different scales of observation.

Course Learning Outcomes (CLO)

The goal of this course is to contribute to the student's discovery and understanding of the basic objectives and methods used in exhibition and info graphics.

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

1. Acquire the techniques of two- and three-dimensional visualization of objects and spaces, with an emphasis on the relationship between design ideas and appropriate modes of communication;
2. Apply industry-specific regulations to design solutions;
3. Demonstrate the knowledge to gather, evaluate, and apply appropriate and necessary information and research findings to creatively and innovatively problem solve;
4. Understand the role of the design professional in society and of the value and importance of the designed environment;
5. Understand the value of their contributions to design, as well as express the contributions of design to contemporary society.

Required Texts/Readings

Reading assignment will be assigned periodically. PDFs or online links to required readings will be supplied.

Information Graphics

Sandra Rendgen, 2012

ISBN-10: 3836528797

Exhibition Design

Philip Hughes, Laurence King Publishing, 2010

ISBN-10: 1856696405

Other technology requirements / equipment / material

You are responsible for bringing all necessary equipment and materials to class. Bring your working sketches and previous iterations to each class. We will reference them often.

1. Laptop computer with software—Adobe Creative Cloud and necessary fonts;
2. Materials include pencils, cork-backed ruler, architectural scale, HB pencil, T-square, tracing pads, tape, clear push pins, hot glue, wet glue, dry glue, tape, pliers, utility knife & blades, x-acto knife with #11 blades, portable cutting mat, foam core, poster board, chipboard, wood, etc.;
3. Estimated cost of supplies for this course will be varied depending on individual. However, average cost is about \$300 for purchasing materials for making architectural models.

Course Requirements and Assignments

The instructional methods of this course will include lectures, group discussions, presentations, and creative work. Participation in discussion and critique is vital to the success of this class. The course is comprised of three major assignments. For each, I will describe the objectives and the parameters during class. It will be your responsibility to take notes and ask questions until you fully understand the assignment. Knowing how to define problems is the initial step of a design process. In addition to the major assignments, several small exercises will also be assigned. These include in-class exercises, readings, quizzes, etc.

Course requirements include attendance at two museum visits outside of class meeting times. These events may charge an entrance fee. If you anticipate any difficulty in meeting this course requirement, please consult with me in the first two weeks of the semester.

This is a three-hour class. We will typically 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. I expect significant progress 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 at 3:00 pm your work must be displayed and ready for critique. This may require that you arrive at class in advance so that you are prepared promptly at

3:00 pm. 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.

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 practice. Other course structures will have equivalent workload expectations as described in the syllabus.

Assignment Submission

At each due date of the assignments, students are required to submit the assignment with a high-res pdf of the final assignment. All files must be labeled as DsGD120_Project#_FirstName_LastName.pdf (DsGD120_Project1_John_Smith.pdf)

You must keep an 9" x 12" envelope for each major assignment. Include all research, preliminary and developmental sketches, inspiration, notes, etc. The envelope (with all processes) is due with the final presentation of each assignment, unless otherwise noted. The envelope (with all processes) will be considered when grading.

Final Examination or Evaluation

The last day of instruction (Monday, December 10, 2018) is when you will submit all assignments completed in this class. No extensions will be given except in cases of documented emergencies or serious illness. If such a circumstance should arise, please contact Professor Hwang (connie.hwang@sjsu.edu) as early as possible and be ready to provide documentation. For final exam/evaluation, we will meet to review all assignments at the [final exam scheduled time](#).

Grading Information

Each class exercise 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.

Class participation and preparation (30%):

Willingness to participate in class activities is mandatory and graded. Assignments are due at the beginning of each class. If you are more than 20 minutes late for class, you will be counted as absent. Excused absences include religious holidays, a verifiable death in the immediate family or illness with a doctor's note.

Engagement and process (30%):

It is vital that all students share an appreciation for design matters, provide constructive assessments during critique, and work towards prompt and consistent completion of the assignments.

Assignment performance and outcome (40%):

The highest standard of quality work is expected. Each assignment is closely evaluated throughout its design

process—from discovery and exploration to refinement, implementation, and production.

Determination of Grades

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 of the assignment. 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. 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.

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 assignments.

Classroom Protocol

1. No eating (foods and drinks are allowed only during break time);
2. No personal talking during critiques except to entire class;
3. No spray adhesives in the building;
4. No cutting on table tops;
5. Phones on vibration mode;
6. Avoid non-class related activities such as texting, looking at Facebook, and cruising on the Internet;
7. Be on time (20 minutes later after the class started, the door will be closed);
8. No working on other class assignments;

9. Once the critique begins, no work is allowed to be added on the wall or displayed on the screen.

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/>. Make sure to review these policies and resources.

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Course Schedule

This schedule is used as a guideline and subject to change with fair notice. you are responsible for regularly checking with the messaging system through mysjsu.

Week	Date	Topics, Readings, Assignments, Deadlines
1	8/22 w	Course and assignment 1 introduction; lecture
2	8/27 m	Critique—show research and plans
2	8/29 w	Individual review—show prototypes
3	9/3 m	Labor day, no class
3	9/5 w	Critique
4	9/10 m	Individual review
4	9/12 w	Individual review, work in class
5	9/17 m	Critique
5	9/19 w	Individual review, work in class
6	9/24 m	Assignment 1 due
6	9/26 w	Assignment 2 introduction, lecture
7	10/1 m	Critique—show research and plans
7	10/3 w	Exhibition regulation quiz
8	10/8 m	Group review—show prototypes
8	10/10 w	Museum visit
9	10/15 m	Critique
9	10/17 w	Group review, work in class
10	10/22 m	Critique
10	10/24 w	Group review
11	10/29 m	Critique

Week	Date	Topics, Readings, Assignments, Deadlines
11	10/31 w	Group review
12	11/5 m	Critique
12	11/7 w	Group review; Assignment 2 due; assignment 3 introduction; lecture
13	11/12 m	Veterans day, no class
13	11/13 w	Critique—show research and plans
14	11/19 m	Critique
14	11/21 w	Thanksgiving, no class
15	11/26 m	Small group review
15	11/28 w	Work in class
16	12/3 m	Critique
16	12/5 w	Individual review
17	12/10 m	Assignment 3 due; submit all assignments done in the class
Final Exam	Click to see SJSU's Final Exam Schedules	Review all assignments done in the class

Additional Note: ART 214 Design Gallery Curation/Exhibition schedule

Guest lecture—

Data Visualization as a Creative Practice

Eric Rodenbeck, CEO & Creative Director, [Stamen Design](#)

5–6pm, Sep 11, Art Building Room 133

Assignment 2 exhibition schedule—

(Sec 1 team A: Oct 26–Nov 2)

(Sec 1 team B: Nov 3–10)