

San José State University
Department of Design
DSGD 141, 3-D Branding and Promotion Design
Section 1, Fall, 2018

Course and Contact Information

Instructor:	Joe Miller
Office Location:	Art 327
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Office Hours:	Tuesday 11:00am–12:00pm in Art Building 212
Class Days/Time:	TuTh 3:00PM - 5:50PM
Classroom:	Industrial Studies 226
Prerequisites:	Pass BFA Portfolio Review, DSGD 105, DSGD 186

Course Format

Technology Intensive

This course requires in-class laptop use, wireless printing to class printers, access to and proficiency in Adobe Creative Cloud (Illustrator and Photoshop at minimum), Autodesk Fusion, and font software. Complete and reliable data backup is essential. Out-of-class printing purchases may 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](http://sjsu.instructure.com) at <http://sjsu.instructure.com>. You are responsible for regularly checking with the Canvas messaging system and through your [MySJSU](http://my.sjsu.edu) (<http://my.sjsu.edu>) email to learn of any updates.

Course Description

Experimental problems and themes exploring theories, strategies, and methodologies in 3D branding and promotion design such as marketing communication tools, packaging and P.O.P design, emphasizing innovative expression. Projects also examine contextual and conceptual prototyping for point of purchase display.

Course Learning Outcomes (CLO)

Upon successful completion of the course students shall be able to:

- CLO 1 – Understand theories, strategies, and methodologies in multi-dimensional branding and Promotion;
- CLO 2 – Create a design project from idea through to final design in a highly refined manner during all phases of the project;
- CLO 3 – Demonstrate systematic thinking through complex problems and systems and apply industry standards of sustainability, user research, and manufacturing process to a project;
- CLO 4 – Demonstrate advanced problem solving skills and tools, engage in active learning in the classroom, and apply lessons learned to the project. Participation is key to active learning and students will understand the methods associated with active learning in a creative environment;

- CLO 5 – Evaluate appropriate aesthetics and brand and apply to the entire design project;
- CLO 6 – Use design awareness, knowledge and intent, both in their own work and when discussing the work of others in informal classroom discussions as well as formal critiques at the end of each project. This should be demonstrated in their ability to actively discuss, critique, and engage in professional review of their work and that of their peers’ work;
- CLO 7 – Learn how to present and discuss intermediate and final projects individually and in design teams;
- CLO 8 – Cooperatively work in a team to prepare, organize and execute project goals.

Recommended Texts/Readings

Type: Introduction to Typography reader, Joe Miller
 free download at course web page

Strongly Recommended Texts/Readings

The Universal Traveler: a soft-systems guide to creativity, problem-solving and the process of reaching goals, by Don Koberg and Jim Bagnall, editions 1975– present

Course Requirements and Assignments

At least two (2) multifaceted projects will be assigned in this course. Projects will be turned in as prints on paper and PDF documents.

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 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.

Project grades will be weighted according to the following percentages:

Project 1	50%
Project 2	50%

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.
- Critiques begin 15 minutes after official class start time; **no work is to be added to the wall or other critique area after a critique begins.**
- 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/>

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](#) 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](#) website for more information.

Final Exam (final project presentation) Venue and Time:

Classroom, Monday, December 17, 2:45pm–5:00pm