DSGD 63 Sec 3  
Fundamental Graphic Visualization  
Fall 2018, Tue & Thur 3:00 PM - 5:50 PM, Art Building 212

Assistant Professor Yoon C Han  
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Phone: TBD

Office hours: Tue & Thur  
10:30am-11:30am (or by appointment)  
Art Building 229

Prerequisites  Should be taken in parallel with DSGD 83 (Intro to computer)

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 at http://sjsu.instructure.com. You are responsible for regularly checking with my emails and/or the messaging system through MySJSU at http://my.sjsu.edu to learn of any updates.

Course Description  
Critical examination and theories on how to work with two-dimensional compositional space and the interrelated basic principles, attributes, and elements of graphic design, includes the relationships between some production methods and materials.

This class offers a semester long studio experience that engages a series of problems and themes in basic two-dimensional design. Students will develop fundamental design and compositional skill sets in a range of media.

This is a studio-intensive course where 8 projects will be assigned to address the graphic design program Student Learning Objectives, to view please visit: http://www.sjsu.edu/ugs/assessment/programs/humanities/art/Graph_Des/

You will develop fundamental proficiency in two-dimensional strategy and methodologies for visual communication. The course also promotes the critical examination and development of basic principles, attributes, and elements of design. You will also be encouraged to develop evaluative skills, and articulate them in the critique format. The course conceives of “visual vocabulary” as a set of tools to be mastered and utilized for a wide variety of design applications.

Course Goals  
You will develop fundamental proficiency in two-dimensional strategy and methodologies for visual communication. The course also promotes the critical examination and development of basic principles, attributes, and elements of design. You will also be encouraged to develop evaluative skills, and articulate them in the critique format. The course conceives of “visual vocabulary” as a set of tools to be mastered and utilized for a wide variety of design applications.

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

LO 1  Practice and develop the knowledge and variety of skills to work in two dimensional spaces; identify the design elements and techniques of visual compositions;

LO 2  Use the interrelated design principles to build and work with the design elements such as: Squares, dots, lines, text and mass for creating effective compositions;

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 to clarify, synthesize and dramatize the familiar
LO 5 Arrange and compose information to make compelling and experimental visual expressions for presentation.

**Recommended Texts/Readings**


**Library Resources**
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 on-line at http://libguides.sjsu.edu/design or by appointment with Librarian Teresa Slobuski. She may be contacted at teresa.slobuski@sjsu.edu or 808-2318.

**Required Materials**

- Wireless laptop computer with software (Adobe Creative Suite) and type fonts.
- Appropriate type fonts
- Always have your working digital files, and research and reference materials
- Reliable data backup
- Wireless network access: https://sjsuone.sjsu.edu/
- Other materials include
  - One 1-inch letter-size binder (workbook)
  - Pencil, Pen, Eraser, Scissors, White paper, X-Acto knife, Metal ruler, Tracing paper, push pins, Cutting-mat, graphic arts adhesive, flash drive, whiteout stick, One CD/DVD, (At home: small ink-jet printer)
  - No spray-mount adhesive spraying in the class.
  - Do not use tabletops as a cutting surface. Use a Cutting-mat or a thick cardboard.

**Required Software**

Adobe Creative Suite (Illustrator, Photoshop, InDesign)

**Expenses**
The estimated cost for the semester course related supplies/materials is $200 and will vary according to the individual.
Assignments  It is expected that there will be 1.5 to 2 hours of homework for each hour of class. 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. Projects cannot be re-done for re-evaluation.

Deadlines  During the semester 8 deadlines are scheduled. On the final day, you will submit the last project in the form of a book containing all exercises. No extensions will be given except in cases of documented emergencies or serious illness. If such a circumstance should arise, please contact the instructor as early as possible and provide official documentation.

Classroom Protocol  This course will have both lectures and labs. Group critiques for assignments, in-progress and finished projects are critical. There will be individual presentations for final project. Few assignments will be finished within class time, but the majority of students’ individual project work must occur outside of class.

Please NO  email, text messaging, mobile devices, Facebook-ing, iTunes-playing, YouTube-watching, eating, personal talking during critiques, spray adhesives in the building or other extraneous activities during class. Please turn phones completely off (not just to “vibrate” or “silent”) when you enter the classroom. Exceptions can be made if your project somehow incorporates one of the services or devices above. (For example, if you design a mobile application that needs to be tested on your mobile, you will need to access those services during class.)

Plagiarism  Plagiarism and other violations of SJSU academic policy will result in a falling grade for the course and disciplinary action with the university. No stock photography is allowed in its original state. Just as students would credit original sources of written or visual work, students must cite all sources, such as the website or institution from original data file or the authors of software tools or code incorporated into their own project.

Attendance  Attendance in this class is obligatory. Unexcused absences, late arrival, or early departure will impact students final grade. One unexcused absence will lower the final grade one step. For example, if the final grade is B+, it will lower to B. Two or more unexcused absences will result in an unconditional F for the course. Students will be counted as late if they appear in class more than fifteen minutes late. Early departure without prior permission will be regarded to the same to late arrivals. Two such late arrivals / early departures will count as one unexcused absence.

However, if students will be absent for any reasons (e.g. medical issue, family emergency, etc.) they must inform Prof. Han with a reasonable explanation by e-mail at least two days before the class meeting and they must provide a written proof of of evidences at the next class. It is expected that students obtain any materials or assignments missed due to absence.
Data Management  
All of students work for this course will be stored in digital form, so it is critical to manage their files carefully. "My hard drive crashed" is not a valid reason for failing to submit work on time.

Students should back up all of their digital files frequently. I recommend either using an online service (e.g., Dropbox, Google Drive, Cloud, backblaze.com or mozy.com) or investing in an external hard drive (RAID-1 mirrored) or automated backup software (like Time Machine).

Do not rely on your laptop, a single hard disk or flash drive for your backups.

Dropping and Adding  
Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic calendar web page located at http://www.sjsu.edu/academics/. The Late Drop Policy is available at: http://www.sjsu.edu/aars/policies/. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

Grading Policy  
The grading is based on the projects, assignments, and on the participant’s active participation during the class meetings. All work is evaluated on how well it demonstrates an understanding of the material, its originality, and aesthetic qualities. All assignments must be uploaded to the class website before the beginning of class on its due date. Late submission for most of the assignments will be accepted until one week after its due date, and students will miss a half points. Late submission for the final project will NOT be accepted. An unexcused absence or two late arrivals/early departures will lower the participants’ final grade by one unit (i.e. an A+ will become an A). With each additional unexcused absence, the grade will drop an additional unit.

Grading Scale and Weights  

A  Successful fulfillment of the project’s communication goals, superlative process documentation, and an original, attractive and cohesive visual aesthetic. Project planning, design, and execution performed at the highest level.

B  Successful fulfillment of the project’s communication goals, excellent process documentation, and a cohesive visual aesthetic. Project planning, design, and execution performed at an above average level.

C  Successful fulfillment of the project’s communication goals, and adequate process documentation. Project planning, design, and execution performed at an average level.

D  Did not fulfill the project’s communication goals, and/or process documentation was absent or inadequate. Project planning, design, and execution performed was below average.
Extra Credit

Out of general fairness to all students, there will be no opportunities for extra credit assignments given in this class.

Final Exam Schedule

Students are required to attend the final presentation in the sixteen-week. Any students failing to do so will receive lower grade on the final project. The date and time of the final presentation will be decided later.

Semester deliverables

1. Process and presentation in the workbook (binder)
   8.5 by 11 inches on white paper (Refer to sample for detail).
2. Final output
   12 color printout (Size: Tabloid). One final with your design process for each project.

Final deliverable

One book to deliver with the 12 exercises pages. Corrected after each individual grading. All electronic project files must be stored and delivered via class website, email or USB. Due on the last day of instruction. (Highrez PDF)
Your process book (Binder) up to date

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 the print lab policy’s, including 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.
University Policies

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.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) to establish a record of their disability.

Student Technology Resources

Computer labs and other resources for student use are available in:

- Associated Students Print & Technology Center at http://as.sjsu.edu/asptc/index.jsp on the Student Union (East Wing 2nd floor Suite 2600)
- The Spartan Floor at the King Library at http://library.sjsu.edu/about/spartan-floor
- Student Computing Services at http://library.sjsu.edu/student-computing-services/student-computing-services-center
- Computers at the Martin Luther King Library for public at large at https://www.sjpl.org/wireless
- Additional computer labs may be available in your department/college

A wide variety of audio-visual equipment is available for student checkout from Collaboration & Academic Technology Services located in IRC Building. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

SJSU Peer Connections

Peer Connections’ free tutoring and mentoring is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. Peer Connections tutors are trained to provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group and individual tutoring are available. Peer Connections mentors are trained to provide support and resources in navigating the college experience. This support includes assistance in learning strategies and techniques on how to be a successful student. Peer Connections has a learning commons, desktop computers, and success workshops on a wide variety of topics. For more information on services, hours, locations, or a list of current workshops, please visit Peer Connections website at http://peerconnections.sjsu.edu for more information.

SJSU Writing Center

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one
SJSU Counseling and Psychological Services
The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Carlos in the new Student Wellness Center, Room 300B. Professional psychologists, social workers, and counselors are available to provide confidential consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling and Psychological Services website at http://www.sjsu.edu/counseling

Campus Emergency and Other Aid
Emergency call: Call to the police office at 911 or pick up a Blue light phones. Escort Service: 4-2222. “Individuals with disabilities may contact the Disability Resource center on campus, 924-6000, Administration building 110, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape, and accommodations for physical.
**Course Schedule**

The schedule below is tentative. Always check the class website for the current schedule. Also note that each project includes many interim milestones, due dates for which will be announced in class (and posted on the website).

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Tue 8/21</th>
<th>Course introduction / Project 1 introduction / In class exercise</th>
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<tbody>
<tr>
<td></td>
<td>Thur 8/23</td>
<td>Homework group critique / In class exercise: Pictograms.</td>
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<tr>
<td>Week 2</td>
<td>Tue 8/28</td>
<td>Last check + corrections on template. Project 2 Introduction</td>
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<tr>
<td></td>
<td>Thur 8/30</td>
<td>Due: Project 1 + final presentation + critique / Bring + Start project 2</td>
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<tr>
<td>Week 3</td>
<td>Tue 9/4</td>
<td>Homework group critique / In class exercise</td>
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<tr>
<td></td>
<td>Thur 9/6</td>
<td>Homework group critique / In class exercise : Icons</td>
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<tr>
<td>Week 4</td>
<td>Tue 9/11</td>
<td>Last check + corrections on template. Project 3 Introduction</td>
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<tr>
<td></td>
<td>Thur 9/13</td>
<td>Due: Project 2 + final presentation + critique / Bring + Start project 3</td>
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<tr>
<td>Week 5</td>
<td>Tue 9/18</td>
<td>Homework group critique / In class exercise</td>
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<td></td>
<td>Thur 9/20</td>
<td>Homework group critique / In class exercise</td>
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<td>Week 6</td>
<td>Tue 9/25</td>
<td>Last check + corrections on template. Project 4 Introduction</td>
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<td></td>
<td>Thur 9/27</td>
<td>Due: Project 3, final presentation + critique / Show + Start project 4</td>
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<td>Week 7</td>
<td>Tue 10/2</td>
<td>Homework group critique / In class exercise</td>
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<td></td>
<td>Thur 10/4</td>
<td>Homework individual critique / In class exercise</td>
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<tr>
<td>Week 8</td>
<td>Tue 10/9</td>
<td>Last check + corrections on template. Project 5 Introduction</td>
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<tr>
<td></td>
<td>Thur 10/11</td>
<td>Due: Project 4, final presentation + critique / Show + Start project 5</td>
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<td>Week 9</td>
<td>Tue 10/16</td>
<td>Project 5 / Homework group critique / Book zapping</td>
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<td></td>
<td>Thur 10/18</td>
<td>Project 5 / Homework group critique / Book zapping</td>
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<td>Week 10</td>
<td>Tue 10/23</td>
<td>Refinement / Corrections on template. Project 6 Introduction</td>
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<td></td>
<td>Thur 10/25</td>
<td>Due: project 5 / critique / Start project 6</td>
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<td>Week 11</td>
<td>Tue 10/30</td>
<td>Homework group critique / In class work</td>
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<td>Thur 11/1</td>
<td>Homework group critique / In class work</td>
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<td>Week 12</td>
<td>Tue 11/6</td>
<td>Homework group critique / In class work</td>
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<td>Thur 11/8</td>
<td>Due: Project 6 / Final presentation / critique / Project 7 Introduction</td>
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<tr>
<td>Week 13</td>
<td>Tue 11/13</td>
<td>Homework group critique / Check moodboard / Sketches</td>
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<td>Thur 11/15</td>
<td>Homework group critique / In class work</td>
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<td>Week 14</td>
<td>Tue 11/20</td>
<td>Homework group critique / In class work</td>
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<td></td>
<td>Thur 11/23</td>
<td>Thanksgiving day (NO CLASS)</td>
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<td>Week 15</td>
<td>Tue 11/27</td>
<td>Due: Project 7 / Final presentation / critique / Project 8 Introduction</td>
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<td>Thur 11/29</td>
<td>Work In progress, Individual meetings</td>
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<tr>
<td>Week 16</td>
<td>Tue 12/4</td>
<td>Final Presentation (tentative) / critique / In class last corrections</td>
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<td></td>
<td>Thur 12/6</td>
<td>Due: Project 8 Workbook + Booklet + PDF for final grade</td>
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