

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/

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

world;

LO 5 Arrange and compose information to make compelling and experimental visual expressions for presentation.

Recommended Texts/Readings

- Graphic Design Manual, Principles and Practice, Armin Hofmann / Van Nostrand Reinhold, ISBN 10: 0442111118 / 0-442-11111-8
- Designing with type, The Essential Guide to Typography, James Craig, 2006, ISBN-10: 0823014134
- Meggs' History of Graphic Design, 5th edition, Philip B. Meggs. John Wiley & Sons, Inc. USA. ISBN13: 978-0470168738
- Design Elements: Form & Space, A Graphic Style Manual for Understanding Structure and Design, Puhalla, Dennis M., Quayside Pub Group, USA. ISBN-10: 1592537006
- Typography, Emil Ruder. Hastings House, ISBN: 3721200438
- The Fundamentals of Graphic Design, Gavin Ambrose, Paul Harris, AVA Publishing CO. LTD., USA. ISBN: 2940373825
- My Way to Typography, Wolfgang Weingart, Lars Müller Publishers, 2000, ISBN 978-3907044865
- The Language of Graphic Design, An Illustrated Handbook for Understanding, Fundamental Design Principles, Richard Poulin, Rockport Publishers, USA. ISBN: 159253676X
- Handbook. A book of hands, Jean-Benoit Levy / Lars Müller Publishers, ISBN-10:3-03778-077-0, Available @ Amazon.com

Library Resources (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 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 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.

Standard for letter grades

A 100% to 94%
A- < 94% to 90%
B+ < 90% to 87%
B < 87% to 84%
B- < 84% to 80%
C+ < 80% to 77%
C < 77% to 74%
C- < 74% to 70%
D+ < 70% to 67%
D < 67% to 64%
D- < 64% to 61%
F < 61% to 0%

F Did not fulfill the project's communication goals, and process documentation was inadequate. Does not meet the minimum requirements for the course.

+/- (plus and minus) grades will be used in this course.

Each project (8) will be graded upon completion and scores (12.5 points per project) will be earned. The total scores are 100 points. Detailed descriptions of each project will be distributed in class. The total points earned throughout the semester will be changed to letter grade based on the regular grading scale system on the left.

Bases for the grading are:

25 % Problem solving skills : Concept development

Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.

25 % Visual solution, visualization skills : Formgiving

Design exploration, development, and refinement. The synthesis of the elements, principles, and attributes of form into an effective, evocative product. The verbal/visual investigation of form and function.

25 % Documentation : Presentation skills

The skill, dexterity, and attention to detail exhibited in presentation. The quality of line and form necessary for effective visual communication. The documentation process in your Workbook.

25 % In-class Procedure, Engagement, Preparation : Participation

Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

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

tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at <http://www.sjsu.edu/writingcenter>. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)

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).

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