San Jose State University | Department of Design  
DSGD63 Fundamental Graphic Visualization | Fall 2017

INSTRUCTOR: Andrea English  
OFFICE LOCATION: Art 327  
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OFFICE HOURS: tu/th 11.00am–12.00noon  
CLASS DAYS/TIME: tu/th 3.00pm–5.50pm  
CLASSROOM: Art 201  
PREREQUISITES: DsGD 83 should be taken at the same time

Course fees  
There is no additional printing fee for this course.  
Tuition includes unlimited Black and White prints in dpt. print shop. (8.5 x 11) or (11 x 17) and limited 30 color (8.5 x 11) or (11 x 17) prints. For this class only.

Units  
This course is 3 semester units and graded.  
This course satisfies 3 units of the 21 units in preparation for the major requirements for BA–Art, Concentration in Design Studies in the Department of Design.

Course description  
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. The course also promotes the critical examination and development of basic principles, attributes, and elements of design, including the relationship between some production methods and materials.  
This is a studio-intensive course where 7 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_Design/

Course goals and student learning objectives  
You will develop fundamental proficiency in two-dimensional strategy and methodologies for visual communication. 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 content  
Upon successful completion of this course, students will be able to:  
— Establish a basis for fundamental two-dimensional problem solving utilizing the following interrelated theories of how to work with design elements  
— Design principles (the basic interrelated theories on how to build and work with the design elements),  
— Design attributes (the qualities or characteristics inherent in any composition or form).  
— The major forces of composition

Learning outcomes  
Upon successful completion of this course, students will be able to:  
1. Practice and develop the knowledge and variety of skills to work in two-dimensional spaces; Learn the critical analysis of artwork 2. Generate effective design processes by utilizing the fundamental design elements, such as: Squares, dots, lines, text and mass for creating effective compositions;  
3. Understand the process of fundamental graphic design theory and principles as they relate to current trends in visual communication;  
4. Design and assemble a technically proficient body of two-dimensional design work that demonstrates the successful visualization of an idea;  
5. Apply the fundamental knowledge and related set of skills to produce two-dimensional design work as prerequisites for intermediate and advanced course work;  
6. Organize information and process to make compelling and experimental visual expressions for future presentations

Material Requirements  
A laptop computer with software (Adobe Creative Suite 5) and type fonts.

Other materials include:  
— One 1 1/2 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, 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.

Required software
Adobe creative Suite: Illustrator / Adobe Photoshop / Adobe In Design

Homework
It is expected that there will be 1.5 to 2 hours of homework for each hour of class.

Administrative policies
This course is an essential component of your curriculum at SJSU.
We have a good amount of work to complete this term, so in order 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.

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 requested to observe the following etiquette guidelines and must take every step necessary to minimize distractions during class.

Laptops are to be used for course related purposes only
— TURN OFF CELL PHONES IN CLASS. 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, text-messages, play games, check e-mails, surf the web, pop into Facebook, Twitter, etc. It is fine to turn them on during the break.
— 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.

Arriving
— Announcements, handouts, and assignments are issued at the start and end 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.
— If you have questions, use the office time on Tuesday and Thursday. ( see page 3 )
— Students are expected to arrive on time and to remain in class until the class is over.

Leaving
— 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.

Participation effect on grading
I expect full participation in all activities; lectures, discussions, homework and exercises.
It is very important that you attend as many, if not all, classes as possible.
— If you cannot attend class, notify me, preferably by e-mail or a note in my mailbox.

Excused absences are accepted only if the student provides a doctor’s note or other official documentation that qualifies for an excused absence. Failure to attend or be on-time for class work or family related circumstances is not excused unless arrangements have been made in advance with the instructor. One (1) “family emergency” per semester will be allowed, but does not excuse the student from course expectations. Even with excused absences and lateness, missing class activities and falling behind schedule may still affect your grade.

You will be evaluated on your degree of engagement during all class sessions; work-in-class days, and critiques/feedback sessions, as well as producing on-time presentations of all preliminary roughs and final designs. “On-time” means that work is on the wall or otherwise placed as requested prior to the start of any session.

Submission
For each assignment, at each due date, students are required to submit the assignment package which includes the following items:
Semester deliverables
1. Final output
   12-page color printout (Size: Tabloid). One final with your design process for each project.

2. Process and presentation in the workbook (binder)
   8.5 by 11 inches on white paper (Refer to sample for detail).
   One book to deliver with the 12 exercises pages. To be corrected after each individual grading. All project files must be uploaded on Canvas by the due dates. (Highrez PDF)

Important notes about grading
Projects cannot be re-done for re-evaluation.

All projects are graded chronologically during the semester, therefore you should do your best on them or your course grade will be adversely affected. It is very important to complete all of them because:
1. Each develops a skill necessary for successful completion of projects
2. Missing a portion of these projects will lower your course grade substantially

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.

Late Projects
It is essential that you keep up with the course work and submit all projects on time.
Projects will lose a full letter grade for each day late.
Graded projects more than 3 days late will not be accepted. In such cases, a grade of zero credit (F) 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.

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/academic_programs/calendars/academic_calendar/.

The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/
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
The project and course performance will be evaluated according to the following components.
Each project (8) 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.

Grading scale
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: Form giving 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, Attendance, Preparation: Participation Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.
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.

Academic Integrity
Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University’s Academic Integrity policy, located at http://www.sjsu.edu/senate/S07-2.htm, 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. The Student Conduct and Ethical Development website is available at http://www.sa.sjsu.edu/judicial_affairs/index.html. Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all projects or assignments are to be completed by the individual student unless otherwise specified. If you would like to include your projects/assignment or any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Policy S07-2 requires approval of instructors.

Emergency contact
Call to the police office at 911 or pick up a Blue light phone. Escort Service: 4-2222

Other aid
Campus Policy in Compliance with the American Disabilities Act
Individuals with disabilities may contact the Disability Resource center on campus, Phone: 924-6000, Administration building 110, for a variety of formats such as Braille, large print, sign interpreters, assisting listening devices, audio tape, accommodations for physical. 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 Disability Resource Center (DRC) at http://www.drc.sjsu.edu/ to establish a record of their disability.

Student Technology Resources
Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd floor of the Student Union. Additional computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

Student Affairs
The Division of Student Affairs provides a wide variety of services – career development, health and wellness, campus life, leadership development, cross cultural experiences, disability resources, psychological counseling, student housing, recreation, and
co-curricular events. If you are interested in learning more about the departments and opportunities and services, please visit http://www.sjsu.edu/studentaffairs/

**Learning Assistance Resource Center**
The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. The Center’s tutors are trained and nationally certified by the College Reading and Learning Association (CRLA). They provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group, individual, and drop-in tutoring are available. Please visit the LARC website for more information at http://www.sjsu.edu/larc/.

**SJSU Writing Center**
The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at http://www.sjsu.edu/writingcenter/about/staff/.

**Peer Mentor Center**
The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop-in basis, no reservation required. The Peer Mentor Center website is located at http://www.sjsu.edu/muse/peermentor/