Faculty Web Page and MYSJSU Messaging

Copies of the course materials such as the syllabus, major assignments, project handouts, etc. may be found on the faculty web page at https://sites.google.com/a/sjsu.edu/bjeung63/. The messaging system through MySJSU will not be used in this class. Email contact is preferred instead of messaging.

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.

Student Learning Objectives

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/design/design_programs/graphic_design_program/

Students will develop fundamental proficiency in two-dimensional strategy and methodologies for visual communication. Students 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 and Learning Outcomes

Upon successful completion of this course, you will, through experimentation, careful analysis, and evaluation, establish a basis for visual problem solving utilizing the following interrelated theories.

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; Learn the critical analysis of artwork;

LO 2 – Generate effective design processes by utilizing the fundamental design elements such as squares, dots, lines, text and mass for creating effective compositions;

LO 3 – Understand the process of fundamental graphic design theory and principles as they relate to current trends in visual communication;

LO 4 – Design and assemble a technically proficient body of two-dimensional design work that demonstrates the successful visualization of an idea;

LO 5 – Apply the fundamental knowledge and related set of skills to produce two-dimensional design work as prerequisites for intermediate and advanced course work.

LO 6 – Organize information and process to make compelling and experimental visual expressions for future presentations.
Upon successful completion of this course, students have an understanding of:

- 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

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 online at http://libguides.sjsu.edu/design or by appointment with Librarian Rebecca Feind. She may be contacted at rebecca.feind@sjsu.edu or 808-2007.

Material Requirements

Laptop computer with necessary layout, illustration and font software (Adobe Creative Suite v6 or higher preferred). Data transfer device (i.e. flash drive). Art supplies which may include: pencils, kneaded eraser, metal ruler, black and gray markers, 9x12 marker and tracing pads, clear push pins, x-acto knife with #11 blades, portable cutting mat, liquid adhesive (no spraying allowed in classrooms). Access to a digital camera and/or scanner.

Expenses

Estimated cost for semester supplies/materials will vary according to the individual, approximately $100–$300. A lab fee for this course was included with you tuition to cover software licensing, printing consumables, and related infrastructure and includes black and white (8.5 x 11) or (11 x 17) and color (8.5 x 11) or (11 x 17) prints.

Administrative Policies

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

- 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 pains not to disturb other students when you leave.
- 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. 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-mails, surf the web, pop into Facebook, Twitter, etc. **Please silence cell phones during class.**
- Laptops are to be used for course related purposes only.
- 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.
- No spray-mount adhesive spraying in the class.
- Do not use tabletops as a cutting surface.
- Clean your work area when leaving the classroom.

It is expected that there will be 1.5 to 2 hours of homework for each hour of class (including exercises and project work).

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 Policies

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.

Bases for the grading are:

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

Formgiving skills
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.

Presentation skills
The skill, dexterity, and attention to detail exhibited in projects and presentations. The quality and care of materials necessary for effective visual communication.

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

During the semester 8 projects are scheduled. The semester grade will be based on the average across all projects and instructor's discretion.

On the final day, you will submit the last project as a cumulation of all exercises and projects throughout the semester.

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 discussed in class and is unable to convey creative and craft and technical ability as required. Student shows little participation.

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 projects and specific exercises 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 a portion of these projects can lower your course grade substantially.

Deadlines and Late Assignments
During the regularly scheduled class day is when you will submit projects. No extensions will be given except in cases of documented emergencies, serious illness and only with prior arrangements. If such a circumstance should arise, please contact the instructor as early as possible and be ready to provide documentation. 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 to append a project grade. Any other extra credit assignments will be determined at the instructors discretion.
University Policies

**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 assignments and or projects are to be completed by the individual student unless otherwise specified. If you would like to include your 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.

**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 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/

**Campus Emergency Numbers**
Police 911
Escort Service 4-2222
**DSGD 63**  
**Fundamental Graphic Visualization**

*San José State University*  
*Department of Design*  
*Section 05 (50885)*  
*Fall 2017*

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### Course Schedule

This schedule is used as a guideline and subject to change with fair notice. You are responsible for any updates through classmates or email.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Projects, Assignments, Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8/24</td>
<td>Course introduction, <strong>Project 1 Introduction</strong>, In class exercise</td>
</tr>
<tr>
<td>2</td>
<td>8/29</td>
<td>Homework group critique, In class exercise: Pictograms</td>
</tr>
<tr>
<td></td>
<td>8/31</td>
<td>Last check + corrections on template. <strong>Project 2 Introduction</strong></td>
</tr>
<tr>
<td>3</td>
<td>9/5</td>
<td><strong>Project 1: final presentation + critique</strong>, Start project 2</td>
</tr>
<tr>
<td></td>
<td>9/7</td>
<td>Homework group critique, In class exercise</td>
</tr>
<tr>
<td>4</td>
<td>9/12</td>
<td>Homework group critique, In class exercise: Icons</td>
</tr>
<tr>
<td></td>
<td>9/14</td>
<td>Last check + corrections on template. <strong>Project 3 Introduction</strong></td>
</tr>
<tr>
<td>5</td>
<td>9/19</td>
<td><strong>Project 2: final presentation + critique</strong>, Start project 3</td>
</tr>
<tr>
<td></td>
<td>9/21</td>
<td>Homework group critique, In class exercise</td>
</tr>
<tr>
<td>6</td>
<td>9/26</td>
<td>Homework group critique, In class exercise</td>
</tr>
<tr>
<td></td>
<td>9/28</td>
<td>Last check + corrections on template. <strong>Project 4 Introduction</strong></td>
</tr>
<tr>
<td>7</td>
<td>10/3</td>
<td><strong>Project 3: final presentation + critique</strong>, Start project 4</td>
</tr>
<tr>
<td></td>
<td>10/5</td>
<td>Homework group critique, In class exercise: Book zapping</td>
</tr>
<tr>
<td>8</td>
<td>10/10</td>
<td>Homework individual critique, In class exercise</td>
</tr>
<tr>
<td></td>
<td>10/12</td>
<td>Last check + corrections on template. <strong>Project 5 Introduction</strong></td>
</tr>
<tr>
<td>9</td>
<td>10/17</td>
<td><strong>Project 4: final presentation + critique</strong>, Start project 5</td>
</tr>
<tr>
<td></td>
<td>10/19</td>
<td>Homework group critique, In class exercise</td>
</tr>
<tr>
<td>10</td>
<td>10/24</td>
<td>Homework group critique, In class exercise</td>
</tr>
<tr>
<td></td>
<td>10/26</td>
<td>Last check + corrections on template. <strong>Project 6 Introduction</strong></td>
</tr>
<tr>
<td>11</td>
<td>10/31</td>
<td><strong>Project 5: final presentation + critique</strong>, Start project 6</td>
</tr>
<tr>
<td></td>
<td>11/2</td>
<td>Homework group critique, In class work</td>
</tr>
<tr>
<td>12</td>
<td>11/7</td>
<td>Homework individual critique, In class work</td>
</tr>
<tr>
<td></td>
<td>11/9</td>
<td>Homework group critique, In class exercise</td>
</tr>
<tr>
<td>13</td>
<td>11/14</td>
<td><strong>Project 6: final presentation + critique</strong>, Start project 7</td>
</tr>
<tr>
<td></td>
<td>11/16</td>
<td>Homework group critique, Check moodboard</td>
</tr>
</tbody>
</table>
| 14   | 11/21  | **Project 7: final presentation + critique,**  
**Project 8 Introduction** |
|      | 11/23  | **THANKSGIVING – NO CLASS** |
| 15   | 11/28  | Homework group critique, In class work |
|      | 11/30  | Homework group critique, In class work |
| 16   | 12/5   | **Project 8: final presentation + critique,**  
In class last corrections |
|      | 12/7   | Final presentation + delivery of the semester work  
Workbook + Booklet + PDF for final grade |
A  Alignment
The positioning of a body of text. Text can be positioned to the left, right, or "center" of a page.

B  Bleed
When a page or a cover design extends to and off the edge of the paper it is called a "bleed". In print design, the artwork or block of color must extend off the edge of the page. The artwork or block of color is then printed on larger-size paper. Then the printed page is trimmed to the desired size.

Bleeding Edge

Bitmap Image
A graphic image stored as a specific arrangement of screen dots, or pixels. Web graphics are bitmap images. A graphic which is defined by specifying the colors of dots or pixels which make up the picture. Also known as raster graphics. Common types of bitmap graphics are GIF, JPEG, Photoshop, PCX, TIFF, Macintosh Paint, Microsoft Paint, PNG, FAX formats, and TGA.

C  Caption
In typography and page layout, any strictly descriptive text accompanying an illustration, located beneath it, alongside it, or above it.

CMYK
Stands for the colors Cyan-Magenta-Yellow-Black. In print design, colors are defined as a percentage of each of these 4 colors. For example, the CMYK abbreviation for the color black would be 0-0-0-100. In contrast, display devices (i.e. computer monitors) typically define colors using RGB.

Coated Paper
Paper with a coating of clay or other substances that improve reflectivity and ink holdout.

Composition
In the visual arts – in particular painting, graphic design, photography and sculpture – composition is the placement or arrangement of visual elements or ingredients in a work of art or a photograph, as distinct from the subject of a work. It can also be thought of as the organization of the elements of art according to the principles of art.

Complementary Colors
On a color wheel, the colors opposite of each other as in Blue and Orange, Yellow and Violet, Red and Green.

Contrast
Contrast in design is an accentuation of the differences between elements in a composition. Most people think of contrast only as it applies to colors, but contrast can work with any design element. For example, if you have a group of lines that are all the same size, there is no contrast.

Cropping
Cutting off an undesired portion of a printed piece, photograph or other image.

DPI
Stands for dots per inch. DPI specifies the resolution of an output device, such as a printer or printing press machine. Print resolution usually runs from 300-1200 dots per inch on a Laser Printer and 125-225 dots per inch for photographic images on a print brochure.

Duotone
The application of two colors to provide richer tones than a monotone (single-color image, usually grayscale) can provide. A good duotone image can simulate a wider range of the color spectrum than two colors used separately and set the mood for a photo in a more stunning way than a full-color image.

Font
A font is a complete set of characters in a particular size and style of type. This includes the letter set, the number set, and all of the special character and diacritical marks. For example, Times New Roman Bold Italic is one font, and Times New Roman Bold is another font. Times New Roman is a typeface.

Gestalt
The designer combines graphic materials–words, pictures, and other graphic elements–to construct a visual gestalt. This German word does not have a direct English translation. It means a configuration or structure with properties not derivable from the sum of its individual parts.

Golden Section
The ideal proportion according to the ancient Greeks. It is visualized as the division of a line into two unequal segments in such a way that the ratio of the smaller segment to the larger segment is equal to the ratio of the larger to the whole. It is usually defined as 21:34, that is, 21/34 and 34/(21+34). A rectangle whose sides are of this proportion is called a "golden rectangle". Golden rectangles can be found in the proportions of the Parthenon and many medieval manuscripts.

Gradient
A gradient is a gradual transition of colors.

Grid
A typographic grid is a two-dimensional structure made up of a series of intersecting vertical and horizontal axes used to structure content. The grid serves as an armature on which a designer can organize text and images in a rational, easy to absorb manner.

Gutter
The inner margin of a page, closest to the binding.
| Abbreviation for Joint Photographic Experts Group. File format for full-color and black-and-white graphic images. JPEG images allow for more colors than GIF images and are usually smaller in size. |
| A page format in which the correct reading or viewing orientation is horizontal; the width of the page is greater than its height. |
| The transfer of a design onto a workpiece |
| The blank areas beyond the edges of the type page. Any deliberately unprinted space on a page, especially surrounding a block of text. Margins are used not only to aid in the aesthetics and the readability of a page, but also to provide allowances for trimming, binding, and other post-press operations. |
| Generally speaking, a reversed photographic image produced on acetate-based film or photosensitive, resin coated paper. |
| In design, the space not occupied by the text or images. |
| Stands for Portable Document Format. Created by Adobe Systems in its software program Adobe Acrobat as a universal browser. Files can be downloaded via the web and viewed page by page, provided the user is computer has installed the necessary plug-in which can be downloaded from Adobe's own web site. |
| A page format in which the correct reading or viewing orientation is vertical; the height of the page is greater than its width. |
| The odd numbered, right-hand pages of a book. |
| A measure to which the human eye can distinguish between the smallest discrete parts of an image. |
| Stands for the colors Red-Green-Blue. In web design and design for computer monitors, colors are defined in terms of a combination of these three colors. For example, the RGB abbreviation for the color blue shown below is 0-0-255. In contrast, print designers typically define colors using CMYK. |
| A sketch or enhanced thumbnail of a page design or layout that depicts a somewhat accurate representation of the final size and position of all page elements. Roughs are usually drawn on tracing paper by hand. A more formalized design sketch is a comprehensive layout. |
| The act of altering the size of an image or font proportionately. |
| A sketch is a rapidly executed freehand drawing that is not usually intended as a finished work. It might record something that the artist sees, record or develop an idea for later use or it might be used as a quick way of graphically demonstrating an image, idea or principle. |
| Made up of exactly similar parts facing each other or around an axis |
| In page layout, a background grid, image, or shape used to indicate where page elements are to be inserted. Templates are used to define the default page layout for a publication. |
| A small version of a graphic image. For example, the image below is a thumbnail image of a web page. |
| A typeface contains a series of fonts. For example, the typeface Arial contains the fonts Arial, Arial Bold, Arial Italic and Arial Bold Italic. (see also "Font") |
| The art and process of specifying, setting, or otherwise working with print-quality type, as opposed to typewriting. Typography involves the proper placement, positioning, and specification of type to ensure not only maximum legibility but also high aesthetic appeal. |
| URL is the abbreviation for Uniform Resource Locator. It's an address referring to a document on the Internet. It is the address of an individual web page element or web document on the Internet. |
| The even numbered, left-hand pages of a book. |
| A graphic image drawn in shapes and lines, called paths. Images created are vector graphics. They are usually exported to be bitmap images. |
| A coordinate grid has two perpendicular lines, or axes, labeled like number lines. The horizontal axis is called the x-axis. The vertical axis is called the y-axis. The point where the x-axis and y-axis intersect is called the origin. The numbers on a coordinate grid are used to locate points. |
Recommend Web Sites

Grid
http://www.thegridsystem.org

Find / buy Fonts
http://www.myfonts.com/?refby=and
http://www.identifont.com/
http://www.typeart.com/newfaces.html

Font software
http://www.32bit.com/software/listings/Multimedia/Fonts/8444/

Magazine
http://www.baselinemagazine.com/

Paper / blog
http://www.feltandwire.com/

Some exercises in this class are based on the following books:

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.

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

Library Resources (liaison):
The San Jose State University Library has a specialized support for Design online
http://libguides.sjsu.edu/design/GraphicDesign
or by appointment
with Associate Librarian, Rebecca Kohn.
E-mail: rebecca.kohn@sjsu.edu
Phone: 408.808.2061

Book published by your teacher:
Jean-Benoit Levy / Lars Müller Publishers
ISBN-10:3-03778-077-0
Available @ Amazon.com