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SYLLABUS

VCP

DSGD 100

Visual Communication & Process

ART 216

Fall 2018

MON/WED 3:00PM - 5:50PM

Professor Chang Kim

Instructor
Chang Kim
Professor
Graphic Design

Office Location
San Jose State University
School of Art & Design
229 Art Building
408.924.4382
Chang.kim@sjsu.edu

Office Hours
MON & WED from 7:00AM to 8:00AM

You are responsible for regularly checking
with the messaging system through
email (or other communication system as
indicated by the instructor).

DSGD 100 Visual Communication & Process

Prerequisites: Ani 024 (or ART 024 or DSID 21 or DSIT 10), DSGD 063, DSGD 083
(or ANI 50 or DSID 22, DSIT 83), and DSGD 99

This course is 3 semester units and graded

Faculty Web Page and Messaging System
Copies of the course materials such as the syllabus, major assignment handouts,
etc. will be directly sent to your email account. Also, they will be upload onto the
Dropbox class folder. You are responsible for regularly checking with my email
notification and other messaging systems that are given.

Course Description
Problems explore methods of visual organization used in graphic communication.
The course also promotes the critical examination and development of ideas, two-
dimensional spaces, and three-dimensional structures, including the relationship
between some production methods and materials.

Critiques, work-in-progress discussions, and assigned project reviews form the
basis for group discussions within this class. You will be encouraged to develop
evaluative skills, and articulate them in the critique format. You will also be
challenged to determine goals and to make observations and decisions that result in
concise, informative, and engaging visual statements.

Course Goals
Upon successful completion of this course, you will, through experimentation,
careful analysis, and evaluation, establish a basis for visual problem solving

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

LO 1 – identify the design elements and techniques of visual compositions;
LO 2 – use the interrelated design principles to build and work with the design
         elements;
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 for decisions designers use to clarify,
         synthesize and dramatize the familiar world;
LO 5 – arrange and compose information to make compelling and experimental
         visual expressions for presentation.

Course Requirements and Assignments
This is a studio-intensive course where 4 assigned projects, will address the graphic
design program Learning Objectives: Critiques, work-in-progress discussions, and

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assigned project reviews form the basis for group discussions within this class. You will be encouraged to develop evaluative skills and articulate them in the critique format. You will also be challenged to determine goals and to make observations and decisions that result in concise, informative, and engaging visual statements. Note: "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."

All students seeking the BFA in Graphic Design must participate in a portfolio end of the semester review.

Because the Professional Design Program is highly demanding, it is necessary that each student who plans entry at the upper division level, Bachelor of Fine Art Degree, submit a portfolio for faculty review. The portfolio is an advising an admission procedure to assure that students are prepared for advanced classes.

The Graphic Design Program requires completion of the following course before submitting portfolios. (SJSU courses or equivalents) Art 24, DsGD 63, DsGD 83, DsGD 99, and DsGD 100.

Note: students who have earned 90 units or more may not change majors except by special permission. Any request for change of major may be denied for students whose time remaining to complete the requirements for a degree would significantly increase.

Recommended Texts/Readings
Visual Grammar, Christian Leborg, 2006, Princeton Architectural Press
ISBN: 1568985819
Graphic Design Manual, Armin Hofmann, 1965–2001
ISBN: 3721200063

Introduction to Two-Dimensional Design: Understanding Form and Function, John Bowers, Wiley, 1999–2008
ISBN: 0470163755

Graphic Design Manual, Armin Hofmann
ISBN: 3721200063

Recommended bookstore:
William Stout, Books 804 Montgomery Street., San Francisco (415) 391 6757

Library Resources (liaison):
The San Jose State University Library supports student access to information with

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in-person reference at the King Library Reference Desk and specialized support for Design online at: http://libguides.sjsu.edu/design/GraphicDesign or by appointment with Rebecca Kohn. She may be contacted at rebecca.kohn@sjsu.edu

Computer/Software Requirements
• Wireless laptop computer with software (Adobe Creative Suite)
• Reliable data backup
• Wireless network access: http://its.sjsu.edu/services/sjsuone/
• Appropriate type fonts software (Helvetica type family required as in project sheet).
• Flash drive

Material Requirements:
• Wireless laptop computer with software (Adobe Creative Suite)
• Appropriate type fonts (Helvetica type family required as in project description).
• Always have your working digital files, and research reference materials
• Reliable data backup (Flash thumb drive)
• Wireless network access: www.sjsu.edu/sjsuone/
• Drawing implements and papers as in project description
• Pencil, kneaded eraser, ruler
• Black, gray, and color markers, extra fine to wide
• 9x12 marker pads and tracing pads
• Clear push pins
• Metal non-slip cutting rule (Schaedler precision rules also recommended)
• X-acto knife and #11 blades in dispenser/disposal unit
• Portable cutting surface (required for cutting in classrooms)
• Graphic arts adhesive (no spraying allowed in building)

Estimated Expenses:
The estimated cost for semester supplies/materials will vary according to the individual (typically about $200). There is no course fee for this course. All students who registered this course are allowed to access free of charge software licensing, printing consumables, and related infrastructure including 50 Black and White (8.5 x 11) or (11 x 17) and 30 color (8.5 x 11) or (11 x 17) prints at the BA printing lab.

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:

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• Students must take every step necessary to minimize distractions during class.
• Have in possession your working digital files, research and reference materials.
• Students are expected to arrive on time and to remain in class until the class is over or excused – late arrival and/or early departure will be noted. 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.
• Announcements, handouts, and assignments are issued at the beginning 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. 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, and Twitter, etc.
• In class Laptops are to be used for course related purposes only.
• Do not eat in classrooms – strictly enforced.
• 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 classroom.
• Do not use tabletops as a cutting surface (use designated cutting mat.)

It is expected that there will be at least 2 hours of homework for each hour of 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 Policy:
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. On-time presentation of all preliminary roughs and final comps, as well as progress during in-class working sessions, will be noted towards participation and preparation, "on-time" means that work is on the wall or otherwise placed as requested prior to the start of any critique or presentation.

The project and course performance will be evaluated according to the following components: Each project (4 or more) will be graded upon completion and assigned a letter grade according to the University policy—A through F. An incomplete will be

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Semester grade will be weighted according to the following percentages:

Project grades will be weighted according to the following percentages

25%	Project 1
25%	Project 2
25%	Project 3
25%	Project 4
100%	Total

Grading Scale

A+	95% and above
A	94% - 92%
A-	91% - 90%
B+	89% - 85%
B	84% - 82%
B-	81% - 80%
C+	79% - 75%
C	74% - 72%
C-	71% - 70%
D+	69% - 65%
D	64% - 62%
D-	61% - 60%
F	below 60%

granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. Bases for the grading are:

Problem solving skills (LO 1~2)
Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.

Formgiving skills (LO 3~ 4)
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 (LO 3~ 4)
The skill, dexterity, and attention to detail exhibited in presentation. The quality of line and form necessary for effective visual communication.

Participation and Preparation (LO 5)
Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

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

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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 of them because:
• Each develops a skill necessary for successful completion of assignments
• Missing a portion of these assignments can lower your course grade substantially

Deadlines
On the regularly scheduled the final class day and time is when you will submit
the last project. No extensions will be given except in cases of documented
emergencies, 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 day late. Graded
assignments more than 2 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
assignments given in this class.

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 at
http://www.sjsu.edu/gup/syllabusinfo/ *VISIT AND READ*

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 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/

Campus Emergency and Other Aid

Campus Emergency Numbers
Police 911
Escort Service 4-2222

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.
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

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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

Course Projects:
Project 1
  Object exploration and representations

Project 2
  Compositions with type and with color

Project 3
  Type and image in three dimensions

Project 4
  Interpretive diagrammatic panel

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Course Schedule

Week 1	08/22 WED	Course overview & Project Introduction **Project 1: Object exploration and representations** Rendering and photo exercises (2 sets of options)
Week 2	08/27 MON	Phase 1 Discovery and Analysis Research Topic research, rendering and photo exercises (2 sets of options)
	08/29 WED	Phase 2 Concept Development and Design Visual exploration, conceptual visualization, and system design (Group critique)
Week 3	09/03 MON	Labor Day (Campus closed. No class)
	09/05 WED	Phase 3 Implementation and experimentation Visual experimentation and variation (Individual conference)
Week 4	09/10 MON	Faculty Conference Trip (international conference presentation): No class
	09/12 WED	Faculty Conference Trip (international conference presentation): No class
Week 5	09/17 MON	Phase 4 Implementation and experimentation Project Review: 1 entire set of option (Group critique)
	09/19 WED	Work in class & Design refinement (Individual conference)
Week 6	09/24 MON	Phase 5 Production and semi-finalization Review and production (Group critique)
	09/26 WED	Work in class & Design refinement (Individual conference)
Week 7	10/01 MON	Phase 5 Production and finalization Project 1 due and final presentation
	10/03 WED	**Project 2: Compositions with type and color** Project overview and Introduction
Week 8	10/08 MON	Phase 1 Discovery and Analysis Research Rendering and photo exercises (3 sets of options)
	10/10 WED	Phase 2 Concept Development and Design Visual exploration, conceptual visualization, and system design (Group critique)
Week 9	10/15 MON	Work in class & Design refinement (Individual conference)
	10/17 WED	Phase 3 Implementation and experimentation Visual experimentation and variation (Individual critique)

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Week 10	10/22 MON	Work in class & Design refinement (Individual conference)
	10/24 WED	Project 2 due and presentation **Project 3: Type and image in three dimensions** Project overview and Introduction
Week 11	10/29 MON	Phase 1 Discovery and Analysis Research Rendering and photo exercises (3 sets of options)
	10/31 WED	Phase 2 Concept Development and Design Visual exploration, conceptual visualization, and system design (Group critique)
Week 12	11/05 MON	Phase 3 Implementation and experimentation Visual experimentation and variation (Group critique)
	11/07 WED	Phase 4 Production and semi-finalization Review and production (Group critique)
Week 13	11/12 MON	Veterans Day (Campus closed. No class)
	11/14 WED	Project 3 due and presentation **Project 4: Interpretive diagrammatic panel** Project overview and Introduction
Week 14	11/19 MON	Phase 1 Discovery and Analysis Research Rendering and photo exercises (3 rough concepts posted)
	11/21 WED	Thanksgiving Holiday - Campus closed
Week 15	11/26 MON	Phase 2 Concept Development and Design (2 half-size options) Visual exploration, conceptual visualization, and system design (Group critique)
	11/28 WED	Phase 2 Concept Development and Design (2 half-size options) Visual exploration, conceptual visualization, and system design (Group critique)
Week 16	12/03 MON	Work in class & Design refinement (Individual conference)
	12/05 WED	Phase 3 Implementation and experimentation (1 full-size option) Visual experimentation and variation (Individual critique)
Week 17	12/10 MON	Phase 4 Production and semi-finalization (last day of instruction) Review and production (Group critique)
	12/17 MON	Project 4 due, presentation, and portfolio submission
	12/19 WED	DSGD 100 BFA Pre-admission Portfolio Review