

3. CLO 3 — Navigate the rights and responsibilities of designers as employees, contractors, and entrepreneurs
4. CLO 4 — Understand the relationship of intellectual property to individuals and to the design field
5. CLO 5 — Recognize issues of accessibility in aspects of design projects
6. CLO 6 — Employ comprehensive sets of criteria toward achieving sustainability in design projects

Recommended Texts/Readings

The Politics of Design: A (Not So) Global Manual for Visual Communication, Ruben Pater
ISBN: 9063694229

Do Good Design: How Designers Can Change the World, David B. Berman
ISBN: 032157320X

Designing For Social Change: Strategies for Community-Based Graphic Design, Andrew Shea
ISBN: 1616890479

Course Requirements and Assignments

At least three (3) projects will be assigned in this course which will include group research aspects, creative concept ideation, refinement, and reporting of results addressing CLO 1–6. Projects will be turned in in paper and/or PDF form.

Brief in-class exercises and lecture response forms will also be collected relating to all Course Learning Objectives throughout the semester (see below for participation effect on grading).

The [University Policy S16-9](#), Course Syllabi requires the following language to be included in the syllabus:

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.

Final Examination or Evaluation

To aid in the retention of key course material, a final examination based on overall content of the course will be given at the university-assigned final exam time. The exam will count as a full project grade and will be based on a standard 100 point scale with each question in proportioned points. Final exam grade scale:

90-100	A (90-94 A-; 95-96 A; 97-100 A+)
80-89	B (80-83 B-; 84-86 B; 87-89 B+)
70-79	C (70-73 C-; 74-76 C; 77-79 C+)
60-69	D
00-59	F

Grading Policies

The project and course performance will be evaluated according to the following components
Each project (5 total) will be graded upon completion and assigned a letter grade according to the University policy—A through F. Late projects are subject to an F unless prior arrangements have been made (health, family emergency, etc.) An incomplete will only be granted to students with documented extenuating

circumstances e.g. debilitating illness, family emergency etc. **Projects cannot be redone for reevaluation— however, they may be re-submitted at semester’s end for portfolio improvement purposes.**

Participation Effect on Grading

Project grades will be assigned on a scale of 0-12. In addition, you will be assigned “milestone” assignments throughout the semester to keep each project on schedule and show and track progress. These milestones are worth a total of 12 points. Your final grade for each project will be the total of points awarded (0-24) corresponding to the letter grades F to A as outlined in this document. Projects will be graded in the areas of problem solving, formgiving skills, and participation and preparation.

On-time presentation(s) of all preliminary roughs and final comps, as well as progress during in-class working sessions will be noted, and count 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). Project scores are averaged and participation is a factor. Bases for the grading are:

Grading Scale

A-, A, A+ = Excellence (20-24)

Student consistently delivers creative and high quality work and demonstrates the ability to explore alternative options as well as the ability to make intelligent and informed decisions. Student is able to refine final solutions to peer and instructor feedback. Student shows the ability to communicate ideas clearly and completely, both visually and in writing. Well-crafted and informed arguments support all decisions. All projects are complete and on time. Student demonstrates a strong, engaged effort. 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 (14-18)

Student demonstrates an above average effort in all areas. Work is complete and demonstrates no technical problem areas. Student shows the ability to communicate strong rationale for 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 (8-12)

Student produces the minimum work required at an average quality level and provides basic explanations for decisions. Student demonstrates a basic understanding of the principles presented in class and may have some technical problem areas. Student demonstrates average participation in all regularly scheduled classes.

D-, D, D+ = Poor work and lack of effort (2-6)

Student produces the minimum work required at below average quality and demonstrates little understanding of the principles presented in the course.

F = Failure to meet the course requirements (0)

Student demonstrates a lack of understanding of the basic principles discussed in class and is unable to convey coherent ideas and technical ability as required. Student has little or no involvement in class discussions, repeatedly misses deadlines or activities, 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

It is very important to complete all projects because:

- 1) Each develops an understanding necessary for successful completion of projects.
- 2) Missing one or more of these projects will lower your course grade substantially.

Deadlines

No extensions will be given except in cases of documented emergencies, such as 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 class day late. Graded assignments more than 3 class 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 individual opportunities for extra credit projects given in this class. At the instructor's discretion and direction, an extra credit opportunity may be given to the entire class for participation outside design exhibition attendance or other specific relevant activity.

Project grades will be weighted according to the following percentages (adjusted if different quantity):

Project 1	25%
Project 2	25%
Project 3	25%
Final Exam	25%

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 required to observe the following:

- 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 care not to disturb other students when you leave.
- Critiques begin 15 minutes after official class start time; **no work is to be added to the wall or other critique area after a critique begins.**
- It is your responsibility to inform yourself of any content, announcements, or requirements that you miss due to late arrivals. 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-mail, surf the web, visit social media, etc.
- Laptops are to be used for course related purposes only when in class.
- Please do not eat during class.
- Socializing and making unnecessary noise, including clicking on devices, during lectures, critiques, or when other students are presenting material, is counterproductive and inconsiderate.
- Do not use tabletops as a cutting surface—use approved portable cutting surfaces only.

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/>

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.

Design Values and Professional Practices

This course defines and investigates design practices, processes, materials, and vocation and their effects on society, environment, business, and intellectual property. Lectures, discussions, and group and individual projects explore applications of design thinking for positive local to global outcomes.

Class Schedule

1. Thursday 1.24

green sheet review

lecture: introduction to design process, practice, and ethics

2. Tuesday 1.29

introduction of projects, ethics part 1: objectification

lecture: ethics part 1, objectification | establish student groups

3. Thursday 1.31

ethics part 2: truth

lecture: ethics 2, truth

group discussion | poster examples

4. Tuesday 2.5

student presentations

student findings presented by groups: respectful vs objectified design comparisons

5. Thursday 2.7

new radical symbolism

lecture: new radical symbolism

student group exercise: letters on swastika

6. Tuesday 2.12

student presentations

student findings presented by groups: clarity vs misdirection design comparisons

7. Thursday 2.14

work in class

work in class: posters, post sketches

8. Tuesday 2.19

recycling & downcycling

lecture: recycling/downcycling

9. Thursday 2.21

carbon footprint

keynote: carbon footprint/saul griffith

group research planning for materials

10. Tuesday 2.26

class critique

class critique: poster roughs

11. Thursday 2.28

student presentations

student findings presented by groups: materials impact and sustainability reports

12. Tuesday 3.5

project 2 introduction

good design booklet introduction

group research planning for maps

13. Thursday 3.7

project 1 final presentation

truth in design poster 11x17 print on paper and pdf

14. Tuesday 3.12

group exercise

student group exercise: concept mapping of 'good design' research

15. Thursday 3.14

work in class

work in class: good design booklet

lecture: typography and grids

16. Tuesday 3.19

intellectual property

lecture: intellectual property, plagiarism

role play exercise

17. Thursday 3.21

intellectual property

Lecture: property copyright and trademark basics and case studies

group discussion

18 Tuesday 3.26

class critique

class critique: good design booklet

19. Thursday 3.28

design business part 1

lecture: design business 1, employees, contractors

role play exercise and group discussion

Spring Break, April 1-5: No Class

20. Tuesday 4.9

design business part 2

lecture: design business 2, pricing, salaries, spec work

group discussion

21. Thursday 4.11

design business, part 3

lecture: design business 3, taxes, promotion

22. Tuesday 4.16

project 2 final presentation

good design booklet, print on paper and pdf

23. Thursday 4.18

introduction of project 3

campus installation project | [group discussion](#)

24. Tuesday 4.23

work in class

[work in class](#): campus installation project | further instructor examples

25. Thursday 4.25

individual consultations

26. Tuesday 4.30

class critique

[class critique](#): campus installation project

27. Thursday 5.2

wrap up

[lecture](#): course recap, future challenges and opportunities

28. Tuesday 5.7

individual consultations

29. Thursday 5.9

project 3 final presentation

17x11 pdf on screen | final exam preview

32. Tues 5.21

final exam submitted online

GRADING RUBRIC

Final Project Grade (out of 12 pts)

Weekly Assignments Grade (out of 12 pts)

Final Grade

- 24 = A+
- 22 = A
- 20 = A-
- 18 = B+
- 16 = B
- 14 = B-
- 12 = C+
- 10 = C
- 8 = C-
- 6 = D+
- 4 = D
- 2 = D-
- 0 = F

PROBLEM-SOLVING	FORMGIVING + PRESENTATION	CREATIVITY + RELEVANCE	PARTICIPATION + PREPARATION
<p>0</p> <p>Does not meet project criteria / specifications</p>	<p>0</p> <p>Sloppy; poor presentation</p>	<p>0</p> <p>Obvious or inappropriate solution</p>	<p>0</p> <p>Not committed, no engagement with assignment. Does not submit work on time.</p>
<p>1</p> <p>Addresses some, but not all issues laid forth in the project description</p>	<p>1</p> <p>Little attention to presentation; craft / media not well-considered; needs clean ups</p>	<p>1</p> <p>Relies on generalization; not particularly relevant; safe</p>	<p>1</p> <p>Did the work as a means of fulfilling an assignment. Little participation. Project submitted on time.</p>
<p>2</p> <p>Meets all project criteria</p>	<p>2</p> <p>Shows struggle, but exhibits solid attempt to understand media and craft</p>	<p>2</p> <p>Shows invention and a stretch of traditional thought applications; critical thinking</p>	<p>2</p> <p>Engagement is evident; even if struggle is the result. Frequent participation.</p>
<p>3</p> <p>Exceeds project criteria</p>	<p>3</p> <p>Excellent presentation; competent use of media</p>	<p>3</p> <p>Highly inventive; surprising</p>	<p>3</p> <p>Inspired; great commitment of time and effort.</p>