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SYLLABUS

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DSGD 108

**Graphic Design Portfolio**

IS 226

Spring 2019

MON/WED 8:00AM~10:50AM

Professor Chang Kim



Instructor:  
Chang Kim  
Professor  
Graphic Design

Office Location:  
San Jose State University  
Design Department  
#229 Art Building  
408.924.4382  
chang.kim@sjsu.edu

Office Hours:  
MON & WED from 1:00PM to 2:00PM

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

## **DSGD 108 Graphic Design Portfolio**

Prerequisites: Acceptance to the BFA Graphic Design; Pass BFA Portfolio Reviews.  
This course is three-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 and will be upload onto the Dropbox class folder. You are responsible for regularly checking my email notification and other messaging systems that are given.

### **Course Description**

Portfolio preparation using various media and methods for effective professional presentation. Students will build and refine their portfolios to a professional level and learn the process of preparing for life after school. This class will challenge students to use all their communication skills—verbal and visual—to present and speak about their design work in an articulate manner in print and online. Students will be asked to research careers, redo projects as needed, and refine their skills of presentation. We will also discuss job searches, interview techniques, and standards of professional conduct. The course will also give students a grounded understanding of graphic design as a professional practice through lectures, discussions, and readings.

### **Projects are defined in phases**

Phase 1: Discovery and Analysis Research

Content gathering, project definition, strategy, and recommendations

Phase 2: Concept Development and Design

Sketching, content integration, exploration, refinement, and system development

Phase 3: Implementation and Documentation

Production, consensus building, and education

### **Course Structure**

Participants in this hands-on studio course will confront specific design problems, work both individually and in teams. Group discussions and critiques are balanced with individual meetings with faculty and visit with guest critics. Participation in discussion and critique is vital to their success in this class.

### **Course Goals and Student Learning Objectives**

The goal of this course is to contribute to the student's discovery and understanding of the objectives principles, and methods used in a design. On successful completion of this course students shall be able to:

Develop career strategies, including the interview process and an understanding of financial matters; Market himself/herself to address the current needs of the design profession; Document and photograph his/her work; Understand good business practices and professional ethics.

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### **Course Requirements and Assignments**

This course will include lectures, group discussions, presentations, and class time allotted for creative work. Participation in discussions, work sessions, and critiques is vital to the success of this class.

The course is comprised of two major projects. The objectives and parameters of each project will be described in detail during class. It will be your responsibility to take notes and ask questions until you fully understand the assignment. In addition to the major assignments, several small exercises will also be assigned. These include in-class exercises, readings, and other activities.

This is a three-hour class. We will often take one scheduled 20-minute break halfway through the class period. You are expected to arrive on time and prepared to work for the entire class period. Although in-class work sessions are an integral component of this course, outside work on assignments will be necessary to meet project deadlines. Significant progress is expected between classes. You are responsible for coming to class with the completed assignment and all necessary tools and materials for continuing work on the assignment.

Projects are due at the beginning of each class, which means that your work must be displayed and ready for critique at that time. This may require that you arrive at class in advance so that you are on time. If you are more than 15 minutes late for class, you will be counted as tardy, and it is possible that we may not critique your work.

### **Assignment Submission**

Specifics for each printed project will be described in class. Besides, you will also turn in digital files as follows for some projects & assignments:

At each due date of the assignments, students are required to submit the assignment with a PDF and high- res image(s) of the final assignment. Upload your homework to Google Drive or Dropbox (You will receive email invitation to shared folder). All files must be labeled with your full name (FirstName\_LastName\_DsGD106\_Project#). Submit the files via Dropbox to "DSGD 108\_S2018". More specific format and guideline will be provided later during the kickoff meetings with clients.

### **Final Examination or Evaluation**

The last day of instruction is when you will submit the final assignment. No extensions will be given except in cases of documented emergencies or serious illness. If such a circumstance should arise, please contact Professor Kim (chang.kim@sjsu.edu) as early as possible and be ready to provide documentation.

### **Recommended Reference Books/Readings**

- How to Be a Graphic Designer without Losing Your Soul (Any Edition) Adrian Shaughnessy ISBN-10: 1568989830

- How to Find Fulfilling Work  
Roman Krznaric ISBN-10: 1447202287
- The Accidental Creative: How to Be Brilliant at a Moment's Notice  
Todd Henry ISBN-10: 1591846242
- I Used to Be a Design Student  
Frank Philippin and Billy Kiosoglou; Laurence King Publishing; 2013 ISBN-10:  
185669898X
- Talent Is Not Enough: Business Secrets for Designers  
Shel Perkins; New Riders; 2006 ISBN 0321278798
- How to Be a Graphic Designer Without Losing Your Soul Adrian Shaughnessy;  
Princeton Architectural Press; 2005 ISBN 1568985592

Graphic Design:

- The Visible World / Herbert Spencer / 1968 / Royal College of Art, Visual
- Communication books Hastings House, Publishers.
- Design Careers / Steven Heller
- The graphic design portfolio / Paula Scher
- Graphic design presentation / Margrand / Van Nostrand Reinhold / 1986

Resources

- <http://www.aiga.org/guide-careerguide/> <http://designjobs.aiga.org>
- AIGA Professional Practices in Graphic Design, online resources
- Obey the Giant: life in the image world.
- Designing Pornotopia: travels in visual culture, both by Rick Poyner
- The Universal Traveler: a soft-systems guide to creativity, problem-solving and the process of reaching goals, by Don Koberg and Jim Bagnall

Other reading assignments will be announced in class.

**Recommended bookstore**

William Stout, Architectural Books  
804 Montgomery Street, San Francisco (415) 391 6757

**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/GraphicDesign>. If you need access to a book, chapter, journal article, catalog, performance, video installation, primary source, art reproduction, please email to Aliza Elkin at [aliza.elkin@sjsu.edu](mailto:aliza.elkin@sjsu.edu) or call 408-808-2043. You may also use my library profile to schedule in-person and telephone appointments. She can often be found in the Administration offices on the 4th floor of the King Library.

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### Canvas - New Library Tools

There are two new library tools that let you quickly and easily embed library subject guides directly into your Canvas course. Video and PDF instructions are included below.

- Library Subject Guides

This option allows you choose from any library subject guide and embed it in a module. You can select an entire guide, just a page, or only a single box. When students click on the link, the resource will open within Canvas. Here is how to do it:

PDF: [https://libguides.sjsu.edu/ld.php?content\\_id=38150038](https://libguides.sjsu.edu/ld.php?content_id=38150038)

Video: <https://youtu.be/jW298-oVWxc>

- Your Research Resources

This option adds a link to your course's left-hand navigation called Your Research Resources. On this page, students will find links to pre-selected guides that are best for your subject area as well as widgets that allow them to book a study room, check library hours, and access the library's chat service and FAQs. When students click on a guide, it will open within Canvas. Here are the directions:

PDF: [https://libguides.sjsu.edu/ld.php?content\\_id=38150093](https://libguides.sjsu.edu/ld.php?content_id=38150093)

Video: <https://youtu.be/YURf9tg6Xt8>

If you have questions about the new Canvas tools, please contact me at [aliza.elkin@sjsu.edu](mailto:aliza.elkin@sjsu.edu) or Ann Agee at [ann.agee@sjsu.edu](mailto:ann.agee@sjsu.edu) or 408-808-2033.

### Other technology requirements / equipment / material

You are responsible for bringing all necessary equipment and materials to class. Bring your sketches, notes and previous iterations to each class. We will reference them often.

### Laptop computer with software

Adobe Creative Cloud and fonts as needed

Access to Professional Camera

### Material Requirements

- Wireless laptop computer with software (Adobe Creative Suite)
- Appropriate type fonts
- Always have your working digital files, and research reference materials
- Reliable data backup (Portable HD drive and other cloud based backup system)
- Wireless network access: [www.sjsu.edu/sjsuone/](http://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

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- Portable cutting surface (required for cutting in classrooms)
  - Graphic arts adhesive (no spraying allowed in building)

**Expenses**

The cost for semester supplies/materials will vary according to the individual. However, the typical estimated cost would be around \$200. There is no printing fee for this course to cover software licensing, printing consumable, and related infrastructure which is including 50 Black and White and 30 color prints.

**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:

- 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.
- 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, Twitter, etc.
- 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 adhesives are spraying in the class.
- Do not use tabletops as a cutting surface.

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

Semester grade will be weighted according to the following percentages:

Proportion of each grading segment

60% Personal Portfolio  
40% BFA Senior Show  
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%

### 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/](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

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.

It is very important to complete all the project requirement because:

- Each develops a skill necessary for successful completion of assignments
- Missing a portion of these assignments can lower your course grade substantially

### Project grades will be weighted according to the following:

- Portfolio (process book and web site): 60%
- BFA Senior Show (show planing, team task, installation, and personal booth): 40% (Grades will be determined on an ongoing basis, based on both the major & minor milestones that will be announced in class)

The project and course performance will be evaluated according to the following components:

- 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 the presentation. The quality of line and form 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.

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**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. A 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. A 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, a student meets and exceeds the requirements of the course.

B-, B, B+ = Very good work (2.7–3.6)

A 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 the 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. A student demonstrates a basic understanding of the principles presented in class and may have some craft and technical problem areas. A 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)

A 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. A 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.

**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.

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**Late Assignment Submission**

It is essential that you keep up with the course work and submit all assignments promptly. Assignments will lose a full letter grade for each day late. Graded assignments more than two 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 (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 [www.sa.sjsu.edu/judicial\\_affairs/index.html](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 the 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 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-

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cultural experiences, disability resources, psychological counseling, student housing, recreation, and 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**

Emergency call: Call to the police office at 911 or pick up a Blue light phone. 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 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 Schedule**

This schedule is used as a guideline and subject to change with fair notice. You are responsible for regularly checking with the messaging system through email.

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**Course Schedule (Timeline)**

Week 1	01/23 WED	<b>BFA Senior Show Group Project</b> Course & project overview and task discussion (makeup class) Assign teams for designated tasks
Week 2	01/28 MON	Brainstorm overall theme and branding concept development Discussion and critique for research and portfolio pre-review for content selection
	01/30 WED	Select the team and determine theme (concept development with visuals) Discussion and critique for brand idea sketches
Week 3	02/04 MON	Explore and develop theme visuals (substituted faculty: Prof. Yoon Han) Discussion and critique for poster, book, and other application design sketches
	02/06 WED	No classes due to professor's heart surgery recovery (Makeup class was conducted on Jan 23rd)
Week 4	02/11 MON	Branding team: discussion and critique Finance team: mailing list and draft donation letter Marketing team: poster, book, and other application design critique Exhibition team: floor plan with exhibition layout idea and content review
	02/13 WED	Exhibition: format and display structure Marketing: determine book design and web site concept critique
Week 5	02/18 MON	Finance: reviewing the fund and planing budget <b>Marketing: photographs day and finalizing the book design (page template)</b>
	02/20 WED	Exhibition: floor plan with exhibition layout design and content review Marketing: individual student's book page and web site concept critique
Week 6	02/25 MON	Exhibition: application structure Marketing: individual student's book page and web site concept critique
	02/27 WED	<b>Exhibition: finalize exhibition layout design and material order</b> Marketing: individual student's book page and web site template critique
Week 7	03/04 MON	Exhibition: building the sample structure and testing on the lab Marketing: semi-final critique for book and web site
	03/06 WED	Marketing: final critique for book, promotion applications, and web site
Week 8	03/11 MON	Finance: send out donation letters <b>Marketing: submit BFA show book file to printer (printing production order)</b>
	03/13 WED	<b>Marketing: launching the test version of BFA show website on server</b>

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**Personal Identity & Portfolio Project**

Week 9	03/18 MON	Career strategies and positioning overview Personal identity brand concept research
	03/20 WED	Personal identity brand design concept development critique (symbol and tagline) Launch the final version of BFA show website on server
Week 10	03/25 MON	Personal identity brand application design critique (letterhead, business card, and graphics)
	03/27 WED	Personal portfolio process book design concept development critique and finalizing the brand application (letterhead, business card, and graphics)
Week 11	04/01 MON	Spring Recess; No class
	04/03 WED	Spring Recess; No class
Week 12	04/08 MON	Personal portfolio process book design and web site concept development critique Initial outreach critique (cover letter and résumé)
	04/10 WED	Personal portfolio process book design and web site draft critique Initial outreach critique (cover letter and résumé)
Week 13	04/15 MON	Personal portfolio book design and web site draft critique Personal brand & initial outreach due
	04/17 WED	Submit the business card and letterhead files to the printer; Assemble the exhibition booth by each student
Week 14	04/22 MON	No class (work on your own)
	04/24 WED	due to professor's international conference and solo exhibition in Poland
Week 15	04/29 MON	Personal portfolio book and web site mock-up critique
	05/01 WED	Finalize the personal portfolio book design Test the 1st complete web site mock-up on the server
Week 16	05/06 MON	<b>Produce the personal portfolio book design</b> <b>Launch the revised web site on the server</b>
	05/08 WED	<b>Final critique in session and all projects due</b> Check up all assembled the exhibition booths and other items
Week 17	05/12 SUN	<b>BFA Senior Portfolio Show set up day</b>
	05/13 MON	<b>BFA Senior Portfolio Show opening day; last day of instruction</b>
	05/14 WED	<b>BFA Senior Thesis Project Presentation</b>

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