

San José State University
Design Department: Graphic Design
27621 DSGN 197, Section 03, Spring 2019

Course and Contact Information

Instructor:	Elizabeth Briggs
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Office Hours:	M/W 11:30 am - 12:00 pm
Class Days/Time:	M/W 6:00 - 8:50 pm
Classroom:	Art & Design Bldg. Rm. 216
Prerequisites:	DSGN 93, 99, 104

Course Format

The course format is a studio-oriented class with technology requirements. This means that the student is required to attend each and every class period and attendance will be taken. The student is also expected to have access to technology tools including a personal laptop computer. This computer is required to be present during class periods therefore a "desktop" style computer at home is not acceptable. Appropriate arrangements for a laptop must be made to register and be successful in this class. The student shall be prepared with this laptop at the first class meeting of the semester. No exceptions shall be made.

Canvas Course Management Website

Copies of the course materials such as the syllabus, assignment handouts, grading, etc. may be found on the course CANVAS website. You may find your link to this website on MySJSU, along with your login/password info. You are responsible for regularly checking with the messaging system in CANVAS for course updates, assignments, etc. All class correspondence will also be managed through the class CANVAS site.

Course Description

This course addresses the resolution of the design of the degree project through fitting the appropriate form to its content and audience. As this is the final requirement for the BA Graphic Design Degree, the degree project is expected to represent a significant body of work accomplished over the course of four years in the BA Graphic Design program, culminating in the design of an exhibition of the work. A substantial amount of student activity in the studio will address acquiring and refining these skills and knowledge. Students are only eligible to enroll in this course if all credit requirements for the degree are complete in this final semester and the student is enrolled with full-time status.

Course 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:

- Define their personal strengths and identify specific career choices prior to graduation through investigating design process.
- Employ graphic design output as the means to enhance relationships between people in modern information society.
- Demonstrate an uncompromising and high professional standard for model making (techniques, tools, materials, and craftsmanship).
- Recognize design strategy system as a creative process and apply time management tools effectively.
- Organize information to make compelling and experimental visual expressions for presentation.

Required Texts/Readings

Textbook & Recommended Readings

No textbook is required however suggested readings will be posted and are expected to be read and/or reviewed.

Recommended Readings

1. *Introduction to Graphic Design Methodologies and Processes: Understanding Theory and Application*, John Bowers, John Wiley & Sons, Inc., Canada.
ISBN-13: 978-0470504
2. *It's Not How Good You Are, Its How Good You Want to Be*
Paul Arden, Phaidon Press, USA
ISBN-10: 0714843377
3. *Design Matters: Portfolios 01: An Essential Primer for Today's Competitive Market*
Maura Keller, Rockport Publishers, USA
ISBN-10: 1592536026

Other Technology Requirements / Equipment / Material

1. Portable computer with software (see below) and type fonts (required) digital camera (access), flash drive, CD/DVD, ink-jet printer (11 x 17 recommended),
2. Materials include cutting mat approximately 18" x 24" (recommended), metal ruler, felt-tip markers (basic set), pencils: basic set, 2B, H, 2H etc., push-pins, "x-acto" knife.
3. Estimated cost for semester supplies/materials will vary according to the individual. There is a \$45 printing fee for this course 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.

Software

The Adobe suite of software is available for FREE from the University when a student is registered for this class. Instructions will be given for downloading and access on the first day of class. Do not personally purchase this software. *It is very expensive and not necessary.*

Expenses (This is not a course fee)

The estimated cost for the semester course related supplies/materials is \$200 and will vary according to the individual. A final group printed/bound Branding Presentation Plates and Book as well as a personal Process Notebook project is required to pass this class and the costs associated vary widely depending on the student's design and if they are printing from the lab or from a service bureau. Additionally a small charge for hosting a personal web site is mandatory and should be planned.

Course Printing Allowance

Students may access the graphic design program's in-house printing facility during the class session's open lab hours, all users must respect the print lab policy's, including wireless printing procedures; the printing allowance includes course-related materials only, 50 Black and White (8.5 x 11) or (11 x 17) and 30 color (8.5 x 11) or (11 x 17) prints.

Library Liaison

The Library Liaison for design is Rebecca Kohn. She can be reached via e-mail at rebecca.kohn@sjsu.edu or by telephone at (408)808-2007. Her office is located on the 4th floor of King Library, and she encourages students to contact her with research questions.

All of the University Library Resources can be accessed at <http://libguides.sjsu.edu/a-z>

Course Requirements and Assignments

Increasingly, the contemporary role of the designer includes not simply that of form-giver but also problem-solver. Consequently designers need the ability to creatively examine complex issues, and the content and information that is developed from these examinations, must be given form. The purpose of this course is to introduce the students to a design model that sees design as the conscious planning and meaningful action that creates relationship to humanity, nature, spirit, and time.

Through workshops, lectures and hands-on projects, students will explore and discover a broader context in which to practice design. They will use design thinking and techniques to help them see, analyze, synthesize, and visualize. Through an intensive experience in how to design intentions, meaningful actions that source from their true sense of purpose and passion, they will gain a greater awareness and a deeper understanding of the role of design in their lives and their work.

Five major projects will be assigned. Several preliminary presentations leading up to each final project will be required. The fifth project will be due on the last day of class and is independently designed outside class.

Note: students are expected to be familiar or to independently make themselves familiar with basic digital graphics applications or any applications pertinent to their projects, as these will not be taught in class.

In-class work days will be scheduled, however a formidable amount of out-of-class work will also be necessary. Work with teammates is required and personal schedules will need to be adjusted to accommodate this necessity. There are NO excuses for not being able to participate with your team outside of class. The team is expected to work this scheduling out in a professional manner.

Assignments are handed in and posted on Canvas as well as brought physically to class as instructed. A short grace period for late posting assignments is provided however this will result in lost value for the assignment and if not careful repeated habit can seriously affect the student's ultimate outcome and success. Each assignment has an expiration date/time after which it will not be accepted and will receive a 0 value.

There are no make-up assignments. Expired assignments will only be accepted (health, family emergency, etc.) if previous arrangements have been made with the instructor at least two days *before the assignment is due*. Emails immediately prior to class do not constitute a previous arrangement. Regardless, late assignments, even if accepted as above, will be given a lower grade.

University's Credit Hour Requirement

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

A final personal portfolio web site is required as a final examination project and is due on the final examination date determined by the University.

Grading Information

A student's grade is largely determined by their professional attitude, their conduct, and their ability to follow instructions accurately and meet their deadlines. Above all, students are graded on the intelligence they demonstrate while they pursue, question, attempt, evaluate, struggle, succeed and/or fail at their assignments. Missing assignments, not completing work, failure to participate, or not turning in assignments (in the proper format) on due dates almost guarantees a failing, or extremely low grade.

Grading will follow the following guidelines:

- **Problem solving skills:** Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.
- **Form giving 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 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. Working on group projects together effectively, responsibly and efficiently will be highly emphasized for Project #3 Organization Incubator.

A point value system is used for evaluation. Total achievable points are clearly stated for each assignment. Point values are weighted and correspond to and follow the standard SJSU A-F system as follows:

Standard SJSU A-F system:	Grading is weighted as follows:
A+, A, A- / 100+ - 91% / Excellent	Visual Storytelling 20%
B+, B, B- / 90 – 81% / Above Average	Personal Compass Calendar 20%
C+, C, C- / 80-71% / Average	Organization Incubator 40%
D / 70-61% / Below Average	Impress With Process 10%
F / Below 61% / Failure	Personal Web Portfolio 10%

This course must be passed with a C or better as a CSU graduation requirement.

In Class Activity & Participation

The student's willingness and ability to actively and vocally participate during in-class and group activities will either positively or negatively will affect the final grade at the sole discretion of the professor usually at no more than a 10% range. It is the student's responsibility to monitor and keep up their participation in critiques and other class discussions on a daily basis. If a student fails to speak up and participate in discussions they cannot expect to be fully successful in their career and their grade will be reflected of this fact. Regular reminders and encouragement to participate will be given to the class in general and pointed out to individuals as necessary.

Classroom Protocol

1. Be on time. Late arrivals disrupt the class.
2. Turn off your cell phone. No cell phone usage in the classroom.
3. Private conversations during lectures and class discussions are not permitted.
4. No aromatic foods are allowed in any of the classrooms.
5. Classes are crowded. Please be attentive to your personal hygiene.
6. Fill the front seats first.
7. No headphones during class. This means no personal music players or iPods.
8. No checking email or using laptops for any activity not related to the class.
9. No spray mount or fixative spraying in the class.
10. Do not use the tabletops as a cutting surface.
11. Do not leave valuable items unattended.
12. Do not leave the classroom without cleaning your area.

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/>” Make sure to review these university policies and resources.

27621 DSGN 197, Section 03, Spring 2019 Course Schedule

The schedule is subject to change with fair notice and will be updated on the Canvas site.

Course Schedule

Week	Topics, Readings, Assignments, Deadlines
1	Intro, Greensheets. General Overview & Welcome. Get To Know You Questionnaire. Project #1 Visual Storytelling KICKOFF. Lecture #1 Starting a Project. One-on-one interviews. Phase I: Overview, Text Cloud & Thumbnails due.
2	Lecture #2 Choosing a Typeface. Phase II: Comprehensive Roughs due. Phase III: Two Concept Options due. Present to class. Final opportunity for one-on-one project consultation.
3	Project #1 Visual Storytelling FINAL. Present to class. Project #2 Personal Compass Poster KICKOFF.
4	Project #2 Personal Compass Poster WORKSHOP. Lecture #3 Synthesize Your Compass Statement. Phase I: Overview, Text Cloud & Thumbnails due.
5	Phase II: Two Concept Options due. Phase III: One Concept Refinement due.
6	Final opportunity for one-on-one project consultation. Project #2 Personal Compass Poster FINAL. Present to class. Project #3 Organization Incubator KICKOFF.
7	Phase I: Overview, Start Sheet due. Lecture #5 Logos 101. Group Working Days.
8	Phase II: Logo Concepts due. Phase III: Target Market Infographic due. Group Working Days.
9	Phase IV: Data Sheet Concepts due. Phase V: Web Page Concepts due. Group Working Days.
10	Phase VI: Marketing Strategy & Ad Campaign due. Group Working Days.
11	Final opportunity for one-on-one project consultation. Group Working Days. Project #3 Organization Incubator FINAL BRANDING CAMPAIGE due. Present to class. Gallery Show Set-Up.
12	Gallery Opening 6pm. Project #4 Impress with Process & Project #5 Online Portfolio KICKOFF. Lecture #6 Professional Presentation. Phase I: Overview, Schedule/Deliverables & Thumbnails due.
13	Career Center Presentation. Lecture #7 The Interview. Working Days.
14	Working and consultation days.
15	Working and consultation days.

Week	Topics, Readings, Assignments, Deadlines
16	Project #4 Impress with Process Phase II: Business Card, Resume Final & LinkedIn Profile due. Final opportunity for one-on-one consultations.
Final Exam	Project #4 Impress with Process Phase II: Printed Process Book Due. FINAL Project #5 Online Portfolio presentation to class.