San José State University
Department of Design, Graphic Design Program
DsGD 104, Introduction to Graphic Design
Spring 2019, Section 7

Course and Contact Information

Instructor: Philip Krayna, Senior Lecturer
Office Location: Art Building, A201
Telephone: 510-520-5605
Email: philip.krayna@sjsu.edu
Office Hours: Thurs 2:00pm – 3:00pm
Class Days/Time/Location: Tues/Thurs 3:00pm-5:50pm
Art 201
Prerequisites: DsGD 99, DsGD 100

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 description)
- Flash drive/Portable Memory Stick

Faculty Web Page and MySJSU Messaging
Copies of the course materials such as the syllabus, all assignments, project handouts, etc., may be found on the SJSU Canvas site I have created for this course. **It is essential that you sign up to receive notifications via Canvas. The schedule, assignment details, and due dates may be updated on the Canvas site throughout the semester.**
The site will also host files, recommended books, links, and any announcements. In addition, I have created a dedicated Google Drive folder for upload and handoff of digital assignments. The link for this folder is live on the Canvas site.

Course Description
Familiarization to form and message development. Emphasis on visual concepts and fundamental design theory. Course is repeatable for a total of 6 units.

The course also promotes the critical examination 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 Learning Outcomes (CLO)
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 – Identify, utilize and develop the design elements for effective visual compositions;
LO 2 – Identify, and utilize the interrelated design theories on how to build and work with the elements;
LO 3 – Apply the attributes of communication design and develop effective design methodology and process for solving visual problems;
LO 4 – Apply design theories and concepts when working with design elements and attributes into visible ideas;
LO 5 - Arrange and compose information to make compelling and experimental visual expressions for presentation.

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 at http://libguides.sjsu.edu/design/GraphicDesign or by appointment with Librarian Rebecca Kohn. She may be contacted at rebecca.kohn@sjsu.edu or 408.808.2061.

Other/equipment/material
- Wireless laptop computer with software (Adobe Creative Suite)
- Digital color printer (capable of 13x19 output if practical)
- Flash drive
- Appropriate digital typefaces/fonts
- Always have your working digital files, and research and reference materials
- Reliable data backup. Two forms of backup (cloud and physical) are recommended
- Wireless network access: www.sjsu.edu/sjsuone/
- Drawing implements and papers, pencils, felt-tip markers (basic set)
- Clear push-pins
- Metal non-slip cutting rule (Schaedler precision rules also recommended)
- X-acto knife and fresh #11 blades in dispenser/disposal unit and a couple bandaids
- Portable cutting surface (required for cutting in classrooms)
- Graphic arts adhesive (no spraying allowed in building)

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.
- You 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.
- On-time presentation(s) of all preliminary roughs and final comps, as well as progress during in-class working sessions will be noted, refer to the Participation Effect on Grading policies section.
- 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, share selfies, 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 adhesive spraying in the classroom.
- Do not use tabletops as a cutting surface.
- It is expected that there will be 2 to 3 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/academics/ or http://www.sjsu.edu/calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/. 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 (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:

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

**Formgiving and Presentation 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.

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

Project grades will be weighted according to the following percentages:

<table>
<thead>
<tr>
<th>Project</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1</td>
<td>20%</td>
</tr>
<tr>
<td>Project 2</td>
<td>20%</td>
</tr>
<tr>
<td>Project 3</td>
<td>20%</td>
</tr>
<tr>
<td>Project 4</td>
<td>20%</td>
</tr>
<tr>
<td>Project 5</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Grading Scale**

**A-, A, A+ = Excellence (20-24)**
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 that support 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 (14-18)**
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 (8-12)
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 (2-6)
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)
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 essential 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**
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 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 projects 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/

**Campus Emergency Numbers**
Polic e 911
Escort Service 4-2222

**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://info.sjsu.edu/static/catalog/integrity.html 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
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://peerconnections.sjsu.edu/.

**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/.
Schedule

DSGD 104
Introduction to Graphic Design
San Jose State University
Spring 2019, Section 7
Philip Krayna, Instructor

Tues/Thurs 3:00-5:50 pm, Art 201

• All critiques begin 15 minutes after official class start time.

• No work is to be added to the wall or critique area after a critique or presentation begins.

• Due dates are subject to change with notice given at a prior meeting.

• All dates and numbers of options represented here are counted toward participation as outlined on the course green sheet.

Thur. January 24
Introduction of Projects

Projects One and Two: Content Map and Poster

Tues. January 29
Work in class: With posting of individual content map

Thur. January 31
Work in class: With posting of group research maps

Tues. February 5
Roughs for content map: At least 2 half-size options

Thur. February 7
Work in class: With posting of at least 3 poster options

Tues. February 12
Work in class: With posting of poster and content map

Thur. February 14
Roughs for poster: At least 2 half-size options

Tues. February 19
Work in class: With posting of poster and content map

Thur. February 21
Roughs for poster and content map: 1 full-size each

Tues. February 26
Individual consultations

Thur. February 28
Completed content map and poster

Project Three: Brochure

Tues. March 5
Work in class: With posting of aspect/case study

Thur. March 7
Work in class: With posting of 2 diagram proposals

Tues. March 12
Roughs: At least 2 full-size options

Thur. March 14
Work in class

Tues. March 19
Roughs: At least 1 full-size option

Thur. March 21
Completed brochure in envelope (present with poster)

Project Four: Dimensional Outdoor Sign

Tues. March 26
Work in class: Post at least 3 clearly sketched options

Thur. April 1-5
No Class: Spring Break

Tues. April 9
Work in class

Thur. April 11
Roughs: At least 1 full-size option

Tues. April 16
Individual consultations

Thur. April 18
Completed dimensional outdoor sign (with poster)

Project Five: Storyboard and Animated Web Graphic

Tues. April 23
Work in class with Photoshop animation demo

Thur. April 25
Work in class: Post at least 2 sketched concepts

Tues. April 30
Roughs: At least 2 story board options

Thur. May 2
Work in class: On-screen option required

Tues. May 7
Roughs: On-screen option and story boards

Thur. May 9
Individual consultations

Tues. May 21
3:00 pm sharp—scheduled final exam time
Completed animation and story board
BFA portfolio also due from those applying
Final Project Grade (out of 12 pts)

Weekly Assignments Grade (out of 12 pts)

Final Grade

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