

San José State University
Department of Design, Graphic Design Program
DsGD 104, Introduction to Graphic Design
Section 05, Spring 2019

Course and Contact Information

Instructor:	Julio Martínez
Office Location:	Art Building 233
Email:	julio.martinez@sjsu.edu
Office Hours:	Mon/Wed 11:15-11:45am
Class Days/Time:	Mon/Wed 8-10:50am
Classroom:	Art 212
Prerequisites:	ART 24/ANI 24, ART 12/DSGD 63, DSGD 83, DSGD 100

Course Format

Computer/Software Requirements

- Wireless laptop computer with software (Adobe Creative Suite)
- Reliable data backup
- Digital camera
- Wireless network access: <http://its.sjsu.edu/services/sjsuone/>
- Appropriate type fonts software
- Flash drive & Access to Google Drive

Faculty Web Page and MySJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas and my faculty web page at <https://sites.google.com/a/sjsu.edu/dsgd104/> You are responsible for regularly checking this site to learn of any updates.

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. Prerequisite: DSGD 100, DSGD 99

Course Goals

The goal of this course is to contribute to the student's discovery and understanding of the basic objectives and methods used in Graphic Design.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

- LO 1 – Demonstrate educational philosophies and goals that facilitate the development of a creative professional who can analyze problems from many different perspectives;
- LO 2 – Demonstrate the knowledge to gather, evaluate, and apply appropriate and necessary information and research findings to creatively and innovatively problem solve;
- LO 3 – Demonstrate the knowledge to synthesize information and generate multiple concepts and/or multiple design responses to programmatic requirements and criteria;
- LO 4 – Demonstrate the ability to express ideas clearly through visual technology producing design presentations across a range of appropriate media.

Recommended Readings

Readings & recommendations will be provided in class.

Other/equipment/material

- Always have your working digital files, and research and reference materials
- Digital color printer (capable of 13x19 output if practical)
- Black, gray, and color markers, extra fine to wide
- Clear push pins
- Metal non-slip cutting ruler
- 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)

Library 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> or by appointment with Rebecca Kohn. She may be contacted at rebecca.kohn@sjsu.edu

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 five 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 10-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 20 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. In addition, you will also turn in digital files as follows:

- Upload to Canvas
- Submit documents in PDF format only—no source files.
- When more than one page is needed to show final pieces and/or studies, use multiple pages within PDF's
- Please keep uploads no larger than 50MB
- Name your files as follows: "lastname_firstname_104_project1_final.pdf"

Grading Information

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

Late assignments are subject to an F unless prior arrangements have been made. An incomplete will be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. 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. Bases for the grading are noted below:

Problem solving skills - LO 1~2

Planning, organizing, research and content gathering (message development), analysis, sketching and content integration. Showing solid ideas and a thorough range of exploration in developing directions.

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, includes the skill, dexterity, and attention to detail exhibited in presentation; the quality of line and form necessary for effective visual communication. Effectiveness and visual power of final solution, as well as craftsmanship of all final assignments submitted.

Participation and Preparation - LO 4

Producing appropriate on-time solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities. Overall engagement, attention to deadlines and participation during classes, exercises, presentations and reviews. Excused absences include religious holidays, a verifiable death in the immediate family or illness with a doctor’s note. Project grades will be weighted according to the following percentages:

Project 1	10%
Project 2	20%
Project 3	20%
Project 4	20%
Project 5	20%
Final Presentation + Revisions	10%

Grading Scale

For each major assignment you will be given a written grade sheet evaluating your performance in each of the categories above. These will be tallied to calculate your final grade. Letter grades are assigned according to the following scale:

Grade	Percentage	Description
A plus	96 to 100%	Exceptional work, equal to that of a professional designer.
A	93 to 95%	Excellent and inspired work. Exemplary attitude.
A minus	90 to 92%	Excellent work and attitude.
B plus	86 to 89%	Exceeded the requirements of the assignment. Very good work.
B	83 to 85%	Met or exceeded the requirements of the assignment. Good work.
B minus	80 to 82%	Met the requirements of the assignment. Better than average work.
C plus	76 to 79%	Met the requirements of the assignment. Average work.
C	73 to 75%	Satisfactorily met the minimum requirements of the assignment. Acceptable work.
C minus	70 to 72%	Met the minimum requirements of the assignment. Below average work.
D plus	66 to 69%	Failed to meet requirements. Below average. Poor work and/or effort.
D	63 to 65%	Failed to meet requirements of the assignment. Poor work and/or effort.
D minus	60 to 62%	Failed to meet all requirements of the assignment. Poor work and/or effort.
F	59% or lower	Unacceptable.

All assignments are graded and due at the start of class on the dates outlined on the schedule. In-class exercises will receive a point value. If you fail to meet any deadline, your final grade for that assignment will be lowered by one grade level. Assignments cannot be re-done for re-evaluation.

Final Examination and Evaluation

No extensions will be given except in cases of documented emergencies or serious illness. If such a circumstance should arise, please contact the instructor (julio.martinez@sjsu.edu) as early as possible and be ready to provide documentation.

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, an F Grade 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.

Classroom Protocol

This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this semester, 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.

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:

- In case of an absence, you are responsible to stay on track with deadlines, assignments and anything you may have missed in class. Ask a classmate or check the class website before emailing the instructor.
- 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 – **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 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 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, Instagram, etc.
- In class 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 4+ hours of homework for each hour of class.

University Policies

Per University Policy S16-9 (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording class, etc. is available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/> ←*VISIT AND READ*

Campus Emergency Numbers

Police 911

Escort Service 4-2222

DsGD 104, Introduction to Graphic Design, Course Schedule

All dates are subject to change with notice given at a prior meeting. For specific elements due on each day, consult the class website.

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1 M	01/28	Course introduction / Project 1 introduction / Work in class / Exercise
1 W	01/30	Work in class
2 M	02/04	Group review / Work in class / Project 2 introduction
2 W	02/06	Work in class
3 M	02/11	Individual review / Work in class
3 W	02/13	Group review / Work in class
4 M	02/18	Individual review / Work in class
4 W	02/20	Project 1 Due
5 M	02/25	Project 2 Due
5 W	02/27	Individual review / Work in class
6 M	03/04	Small group review / Work in class
6 W	03/06	Individual review / Work in class
7 M	03/11	Small group review / Work in class
7 W	03/13	Individual review / Work in class
8 M	03/18	Small group review / Work in class
8 W	03/20	Individual review / Work in class
9 M	03/25	Project 3 + Project 2 Revisions Due
9 W	03/27	Small group review / Work in class / Project 4 Intro
10 M	04/01	Spring break / No Class
10 W	04/03	Spring break / No Class
11 M	04/08	Individual review / Work in class
11 W	04/10	Work in class / Exercise
12 M	04/15	Work in class / Exercise
12 W	04/17	Small group review / Work in class
13 M	04/22	Project 4 + Project 2, 3 Revisions Due
13 W	04/24	Small group review / Work in class

Week	Date	Topics, Readings, Assignments, Deadlines
14 M	04/29	Small group review / Work in class
14 W	05/01	Individual review / Work in class
15 M	05/06	Group review / Work in class
15 W	05/08	Small group review / Work in class
16 M	05/13	Last Day of Instruction / Project 5 Due
17 T	05/21	Final Presentation + BFA Portfolios Due 7:15am–9:30am (University-scheduled final exam time; To Be Confirmed)