San José State University
Department of Design
DsGD 103A, Advanced Typography I
Section 01
Spring 2016

Instructor: Professor Randall Sexton
Office Location: San José State University, 233 Art Building
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Email: randall.sexton@sjsu.edu
Office Hours: Tue/Thur 7:30am–8:00am and 11:00am–11:30am
Class Days/Time: Tue/Thur 12:00pm – 2:50pm
Classroom: Art 216
Prerequisites: Pass BFA Portfolio Review, DsGD 105, DsGD 186
Course Fees: $45

Faculty Web Page and MYSJSU Messaging
Copies of the course materials such as the syllabus, major assignments, project handouts, etc. may be found on the faculty web page at: http://www.sjsu.edu/people/randall.sexton/DsGD103A-01/. You are responsible for regularly checking with the messaging system through MySJSU.

Course Description
Advanced conceptual investigations, verbal and visual problem solving utilizing typography and image. The course offers a semester long studio experience that engages a series of experimental problem phases exploring methods of visual organization and communication used in graphic design. You will engage in the experimental analysis, and the evaluation of design in 2D and 3D spaces – interpreting ideas, utilizing text and display letterforms, visual metaphor(s), fundamental design theories and methodologies with the tools designers use to clarify, synthesize, and dramatize the familiar world.

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 Content Learning Outcomes
This is a studio-intensive course where 1 assigned project with 4 highly experimental phases will address the graphic design program Student Learning Objectives. 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:

LO 1 – Understand form perception (how information is visually perceived)
LO 2 – Develop an awareness of aesthetic values (why things look good or bad, and how things can be improved)
LO 3 – Acquire knowledge and skills in processes of visual construction and visual translation, two and three-dimensional environments (how things are put together)
LO 4 – Develop critical judgment for work produced under the designer’s direction (how things are crafted)
LO 5 - Develop an advanced visual research methodology to identify, analyze, define problems, and to synthesize complex variables into a satisfying solution (how to use creative design methods)
LO 6 - Develop an aptitude to distinguish relevance from voguish imitations
LO 7 - Develop a capacity to communicate concepts and requirements, verbally as well as visually

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 or by appointment with Librarian Teresa Slobuski. She may be contacted at Teresa.Slobuski@sjsu.edu or 408-808-2318.

Material Requirements
• Wireless laptop computer with software (Adobe Creative Suite)
• Appropriate type fonts
• Always have your working digital files, and research and reference materials
• Reliable data backup
• 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 #11 blades in dispenser/disposal unit
• Portable cutting surface (required for cutting in classrooms)
• Graphic arts adhesive (no spraying allowed in building)

Expenses
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.
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, 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 (4) 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.

Participation Effect on Grading
Project grades will be assigned on a scale of 0 to 4, 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.

On-time presentation(s) of all preliminary roughs and final comps, as well as progress during in-class working sessions will be noted, such as, arriving late and/or leaving early, and will count towards problem solving skills, (“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, 4, 5, 6, 7
The planning, organizing, message development, analysis, and willingness to present on-time, and discuss class assignments. Including the extent of participation/personal engagement and verbal/visual contributions to class activities.

Formgiving skills - LO 2, 3
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.

The semester grade will be weighted according to the following percentages:

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<th>Phase</th>
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<td>Phase 1</td>
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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. 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. 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 (2.7–3.6)
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 (1.7–2.6)
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 (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)
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 very important 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

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 http://www.sjsu.edu/studentconduct/, 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/.

Campus Emergency Numbers
Police 911
Escort Service 4-2222
Problem solving skills
The planning, organizing, message development, analysis, and willingness to present and discuss class assignments. Including the extent of personal engagement and verbal/visual contributions to class activities.

Formgiving skills
Design exploration, development, and refinement – your collective skills in the synthesis and use of the elements, principles, and attributes of form into effective, and evocative solutions – your verbal/visual investigation of form and function.