DSGD 107B
SPECIAL TOPICS IN EXPERIENCE DESIGN
Spring 2015 | Tues & Thur | 8:00 - 10:50 am |
IS Building 226

Assistant Professor Nelson Wei Tan
nelson.tan@sjsu.edu
(408) 924-4381
@nelsonweitan

Office Hour: Tues & Thurs
3:00 - 4:00 pm
https://calendly.com/nelsontan/10min
Art Building 118

Catalog and Course Description
Capstone design problems utilizing design methodologies, theories, and analysis in the area of time-base multi-media design; narrative filming, kinetic typography in motion, interaction design, and event design as related to visual information design. Prerequisite: Pass BFA Portfolio Review, DSGD 105, DSGD 186 Misc/Lab: Lab 6 hours.

The goal of this course is to further the student’s understanding in the areas of experience design, through exploring the relationship between customer experience and business strategies. Topics include, brand strategy, customer relationship management (CRM), user experience (UX), product development, and design thinking.

Upon completion of the course, students should be able to:

1. Articulate and implement their ideas through the use of reason or criteria in order to make a judgment.

2. Discuss and participate in contemporary design and technology issues.

3. Inculcate a culture of lifelong-learning.

4. Be comfortable working with in a design-centric business environment.

This course is 3 semester units and graded.

Student Learning Objectives
This is a studio-intensive course where projects will address the graphic design program Student Learning Objectives, to view please visit:
http://www.sjsu.edu/design/design_programs/graphic_design_program/

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**

**LO1** Apply the principles of color, composition, hierarchy, typography as they relate in the various media—digital, print, motion, 3-D, etc.—that exist in design.

**LO2** Demonstrate the ability to create and develop original concepts, build prototypes, integrate feedback and carry projects through to the production process.

**LO3** Apply principles of visual communication as they relate to reaching audiences, the role of design in society, and the ability to work cooperatively.

**LO4** Identify key aspects of graphic design history, theory and criticism from a variety of perspectives, including prominent designers, historians and contemporary writers and thought-leaders.

**LO5** Show fluency in the breadth of disciplines that graphic design encompasses, with deep exploration into information architecture, user interface design, interactive design, motion graphics, iterative image-making, exhibition design and typeface design.

**LO6** Demonstrate understanding of the design process, design thinking and professional standards and practices, including real-project learning scenarios and a transition into preparing a portfolio to enter the working force.

**Required Texts/Readings**

Experience Design: A Framework for Integrating Brand, Experience, and Value by Patrick Newbery (Author), Kevin Farnham (Author)

Additional reading list will be provided throughout the semester

**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 on-line at http://libguides.sjsu.edu/design or by appointment with Librarian Teresa Slobuski. She may be contacted at teresa.slobuski@sjsu.edu or 808-2318.

**Material and Software Requirements**

- Wireless laptop computer
- Appropriate type fonts
- Always have your working digital files, and research and reference materials
- Reliable data backup
- Wireless network access: https://sjsuone.sjsu.edu/
- Digital color printer (capable of 13x19 output if practical)
- Drawing implements and papers as in project description
- Clear push pins
- Slack and Facebook account
- Website for documentation

**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 and includes 50 Black and White (8.5 x 11)
or (11 x 17) and 30 color (8.5 x 11) or (11 x 17) prints.

Basadur Creative Profile You are required to participate in the Basadur Creative Profile test. This profile test helps you form an effective group for discussions and projects execution. Cost is $10 for students. [https://www.basadurprofile.com/default.aspx](https://www.basadurprofile.com/default.aspx)

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 adhesive spraying in the class.

- 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.

- You are required to join the course Facebook group for readings, discussions and announcements. Additionally, this course will be adopting Slack for communications.
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](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/](http://www.sjsu.edu/academics/). The Late Drop Policy is available at: [http://www.sjsu.edu/aars/policies/](http://www.sjsu.edu/aars/policies/). 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/](http://www.sjsu.edu/advising/).

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Grading Policy
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. An incomplete will be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. Bases for the grading are:

Problem solving skills - LO 1~5
Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.

Form-giving skills - LO 1, 2, and 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.

Presentation skills - LO 4 and 5
The skill, dexterity, and attention to detail exhibited in presentation. The quality of line and form necessary for effective visual communication.

Participation and Preparation – LO 3, 4 and 5
Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

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.

Semester grade will be weighted according to the following percentages

- Brand Project: 60%
- Mid-term Paper Value Proposition Study: 40%

Important Notes about Grading
All assignments 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 of them because:

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

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 concept, form, objectives, and execution. Projects must be turned in when due. One full letter grade per meeting will be deducted on late projects. On-time presentation of all preliminary roughs and final comps, as well as progress during in-class working sessions, will be noted towards participation ("on-time" means that work is on the wall or otherwise placed as requested prior to the start of any critique or presentation). Students missing only one of these deadlines will be rewarded by the addition of one-quarter point to their semester score. Missing three will cause the deduction of one quarter point; missing four, a deduction of one half point; missing six, of one point; and missing eight or more will result in a failure grade. Project scores are averaged and participation scores figured in. Due to the addition
or subtraction of participation scores, project scores are not the only basis for semester grades.

**Deadlines**  During the regularly scheduled Final Exam 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.

**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 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/studentconduct/, 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/studentaffairs/.

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/.

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/.

Peer Connections  The Student Services Center 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 Peer Connections website for more information at: http://peerconnections.sjsu.edu/.

**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 Mentoring website is located at http://peerconnections.sjsu.edu/mentoring/.

**Campus Emergency and Other Aid**

Emergency call: Call to the police office at 911 or pick up a Blue light phones. 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.
### COURSE SCHEDULE

**Jan 28 Thurs**  
Course Introduction

**Feb 2 Tues**  
Form Teams / Discuss theme

**4 Thurs**  
Determine Client needs / Identify Stakeholders

**9 Tues**  
Ideation – Work in Progress

**11 Thurs**  
Ideation cont. – Work in Progress

**16 Tues**  
Book Discussion Group 1 (Introduction and Chapter 1 P.01 - 36)  
**Due:** Group 1 presentation

**18 Thurs**  
Book Discussion Group 2 (Chapter 2 P.38 - 49)  
**Due:** Group 2 presentation

**23 Tues**  
Group Presentation

**25 Thurs**  
Book Discussion Group 3 (Chapter 3 P.50 - 60)  
**Due:** Group 3 presentation

**Mar 1 Tues**  
Book Discussion Group 4 (Chapters 4 P.62 - 83)  
**Due:** Group 4 presentation

**3 Thurs**  
Book Discussion Group 5 (Section II Chapter 5 P.85 - 100)  
**Due:** Group 5 presentation

**8 Tues**  
Book Discussion Group 6 (Chapter 6 P.102 - 130)  
**Due:** Group 6 presentation

**10 Thurs**  
Book Discussion Group 7 (Chapters 7 & 8 P.132 - 170)  
**Due:** Group 7 presentation

**15 Tues**  
Book Discussion Group 8 (Section III, Chapters 9 & 10 P.174 - 212)  
**Due:** Group 8 presentation

**17 Thurs**  
Class activity and/or Consultations

**22 Tues**  
Mid-Term paper – Peer Review  
**Due:** Mid-Term Paper Due

**24 Thurs**  
Class activity and/or Consultations

**29 Tues**  
Spring Recess (No Class)

**31 Thurs**  
Cesar Chavez Day - Campus Closed

**Apr 5 Tues**  
Class activity and/or Consultations

**7 Thurs**  
Mid-project critique  
**Due:** Progress report

**12 Tues**  
Mid-project critique 2

**14 Thurs**  
Class activity and/or Consultations

**19 Tues**  
Class activity and/or Consultations

**21 Thurs**  
Class activity and/or Consultations

**26 Tues**  
Class activity and/or Consultations

**28 Thurs**  
Class activity and/or Consultations

**May 3 Tues**  
Class activity and/or Consultations

**5 Thurs**  
Class activity and/or Consultations

**10 Tues**  
Final review  
**Due:** Process book Draft

**12 Wed**  
Presentation Preparation

**TBD**  
BFA Class of 2016 Senior Thesis Presentation Day 1  
**Due:** Process book & Final Presentation

**TBD**  
BFA Class of 2016 Senior Thesis Presentation Day 2

**TBD**  
Professional day for BFA Class of 2016 Senior Show

**28 Sat**  
Commencement

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This is a tentative schedule. Any changes will be announced in class and online.