course objectives
Students will build and refine their portfolios to a professional level and learn the process of preparing for life after school. This class will challenge students to use all their communication skills—verbal and visual—to present and speak about their design work in an articulate manner in print and online. Students will be asked to research careers, redo projects as needed, and refine their skills of presentation. We will also discuss job searches, interview techniques, and standards of professional conduct. The course will also give students a grounded understanding of graphic design as a professional practice through lectures, discussions, and readings.

course structure
Participants in this hands-on studio course will confront specific design problems, working both individually and in teams. Group discussions and critiques are balanced with individual meetings with faculty and visit with guest critics. Participation in discussion and critique is vital to their success in this class.

prerequisites
Only BFA students in Graphic Design are accepted.

student learning objectives
The goal of this course is to contribute to the student's discovery and understanding of the objectives, principles, and methods used in design. On successful completion of this course students shall be able to:
1. Develop career strategies, including the interview process and an understanding of financial matters;
2. Market himself/herself to address the current needs of the design profession;
3. Document and photograph his/her work;
4. Understand good business practices and professional ethics.

recommended text
I Used to Be a Design Student
Frank Philippin and Billy Kiosoglou; Laurence King Publishing; 2013
ISBN-10: 185669898X

Talent Is Not Enough: Business Secrets for Designers
Shel Perkins; New Riders; 2006
ISBN 0321278798

How to Be a Graphic Designer Without Losing Your Soul
Adrian Shaughnessy; Princeton Architectural Press; 2006
ISBN 1568986592

resources
http://www.aiga.org/guide-careerguide/
http://designjobs.aiga.org

connie hwang
associate professor
graphic design program
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e-mail correspondence on teaching days—m/w only
connie.hwang@sjsu.edu
This is a three hour class. We will typically 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. I expect significant progress between classes. You are responsible for coming to class with the completed assignment and all necessary materials for continuing work on the assignment.

Projects are due at the beginning of each class, which means that at 3:30 pm your work must be displayed and ready for critique. This may require that you arrive at class in advance so that you are prepared promptly at 3:30 pm. If you are more than 10 minutes late for class you will be counted as tardy and it is possible that we may not critique your work. Three tardy arrivals in any configuration equals an absence. If you are more than 20 minutes late for class you will be counted as absent. Three unexcused absences will result in a final grade of F. In-class exercises may not be made up. Thus, if you are absent on a day when we have an in-class project you will receive no credit for that assignment.

Class participation and preparation (20%)
Willingness to participate in class activities is mandatory and graded. Assignments are due at the beginning of each class. If you are more than 20 minutes late for class you will be counted as absent. Excused absences include religious holidays, a verifiable death in the immediate family or illness with a doctor’s note.

Engagement and preparation (30%)
It is vital that all students share an appreciation for design matters, provide constructive assessments during critique, and work towards prompt and consistent completion of the assignments.

Assignment performance and outcome (50%)
The highest standard of quality work is expected. Each assignment is closely evaluated throughout its design process.

For each major project you will be given a written grade sheet evaluating you 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:

- **A+** (98% and higher): Exceptional work, equal to that of a professional designer.
- **A** (92% and higher): Excellent and inspired work. Exemplary attitude.
- **A-** (90%–91%): Excellent work and attitude.
- **B+** (88%–89%): Exceeded the requirements of the assignment. Very good work.
- **B** (82%–87%): Met or exceeded the requirements of the assignment. Good work.
- **B-** (80%–81%): Met the requirements of the assignment. Better than average work.
- **C+** (78%–79%): Met the requirements of the assignment. Average work.
- **C** (72%–77%): Satisfactorily met the minimum requirements of the assignment. Acceptable work.
- **C-** (70%–71%): Met the minimum requirements of the assignment. Below average work.
- **D+** (68%–69%): Failed to meet requirements of the assignment. Below average. Poor work and/or effort.
- **D** (62%–67%): Failed to meet requirements of the assignment. Poor work and/or effort.
- **D-** (60%–69%): Failed to meet all requirements of the assignment. Poor work and/or effort.
- **F** (59% and lower): Unacceptable.
deadlines
The last day of instruction (Monday, May 16, 2016) is when you will submit the last assignment (senior show opening). No extensions will be given except in cases of documented emergencies or serious illness. If such a circumstance should arise, please contact Professor Hwang (connie.hwang@sjsu.edu) as early as possible and be ready to provide documentation.

important notes about grading
All assignments are graded. 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.

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.

in class policy
1. No eating (foods and drinks are allowed only during break time);
2. No personal talking during critiques except to entire class;
3. No spray adhesives in the building;
4. No cutting on table tops (use the cutting-mat);
5. Wireless phones off or on vibration mode;
6. Be on time (20 minutes later after the class started, the door will be closed);
7. No working on other class assignments;
8. Once the critique begins, no work is allowed to be added on the wall or displayed on the screen.

expenses
Estimated cost of supplies for this course will be varied depending on individual. However, average cost is about $500 for purchasing materials and high quality output for assignment presentations.

required materials
You are responsible for bringing all necessary equipment and materials to class. Bring your working sketches and previous iterations to each class. We will reference them often.
1. Laptop computer with software—Adobe Creative Cloud Suite and necessary fonts;
2. Materials will vary depending on each student’s chosen execution method, but will probably include pencils, notebook, a pad of tracing paper, post-it notes, clear push pins for posting work, X-Acto knife, portable cutting matte, etc.

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/. The Late Drop Policy is available at: 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/.
university policies
Academic integrity
Your commitment as a student to learning is evidenced by your enrollment at San José State University. The University’s Academic Integrity policy, located at http://www.sjsu.edu/senate/policies/pol_plagiarism_acad_integrity/, 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 Accessible Education Center (AEC) at http://www.sjsu.edu/aec/ 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.

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. To learn more about the departments and opportunities and services, 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. Visit http://peerconnections.sjsu.edu.edu for more information.

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. The writing specialists are well trained to assist all students at all levels within all disciplines to become better writers. Visit http://www.sjsu.edu/writingcenter/ for more information.
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. Peer Mentor services are free and available on a drop-in basis, no reservation required. Visit http://peerconnections.sjsu.edu/mentoring/ for more information.

Campus Emergency Numbers
Police 911
Escort Service 4-2222
syllabus

course schedule

2/1 m course introduction
2/3 w career strategies and positioning overview

2/8 m portfolio review (bring all physical / print and digital pieces, we will select 6–8 projects to include in the portfolio)
2/10 w no class; work on your own
2/16 m personal brand critique (letterhead, business card, and website)
2/17 w personal brand critique
2/22 m initial outreach critique (cover letter and résumé)
2/24 w initial outreach critique

2/29 m personal brand & initial outreach due
3/2 w all print/digital portfolio pieces due (6–8 projects)

3/7 m release business card to the printer; professional ethics overview; portfolio introduction
3/9 w portfolio critique (book & website); mock-up/photograph projects
3/14–16 portfolio critique (book & website); mock-up/photograph projects
3/21 m portfolio critique (book & website); mock-up/photograph projects
3/23 w business card due, mock-up/photograph project
3/28–30 spring break
4/4–6 portfolio critique (book & website); interview overview
4/11–13 portfolio critique (book, website, and booth)
4/18 m release portfolio book to blurb; interview exercise
4/20 w portfolio critique (website & booth); interview exercise
4/25 m launch portfolio website; portfolio critique (booth)
4/28 w portfolio book due; portfolio critique (booth)

5/2–4 final critique (all work)
5/8–11 senior show
5/26 h 11:00 am design dept commencement at student union ballroom

senior show

assign teams
brainstorm theme
determine theme
team meeting
marketing: critique
finance: consolidate mailing list
marketing: critique
finance: draft donation letter
marketing: critique
finance: send out donation letters
marketing: production
finance: send out donation letters
marketing: production
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marketing: production

this schedule is used as a guideline and subject to change with fair notice. you are responsible for regularly checking with the messaging system through mysjsu.

connie hwang
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graphic design program
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San José State University / Spring 2016 / DsGD 108
Graphic Design Portfolio Feb 1, 16