San José State University
Department of Design
DsGD 111, Design Values and Professional Practices
Section 1, Semester, Year

Instructor: Joe Miller, Lecturer
Office Location: Art 327
Email: joe.miller@sjsu.edu
Office Hours: Mon 11:30am–12:30pm
Class Days/Time: Mon/Wed 3:30–6:20
Classroom: ART 201
Prerequisites: Prerequisite: GD majors: DSGD 63, DSGD 83;
ANI majors: ANI 50; IT majors: DSIT 33, DSIT 83;
ID majors: DSID 22 or DSGD 83. Corequisite: DSID 22
Course Fees: $45

Faculty Web Page and MYSJSU Messaging
Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty
web page at http://www.sjsu.edu/people/joe.miller and/or on the Canvas learning management system
course website. You are responsible for regularly checking with the messaging system through MySJSU (or
other communication system as indicated by the instructor) to learn of any updates.

Course Description
This course defines and investigates design practices, processes, materials, and vocation and their effects on
society, environment, business, and intellectual property. Lectures, discussions, and group and individual
projects explore applications of design thinking for positive local to global outcomes.

Learning Outcomes

Course Learning Outcomes (CLO)
Upon successful completion of this course, you will, through presentations, active investigation, and careful
evaluation, establish a broad understanding of the following ethical and practical aspects of the field of
design.

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

1. CLO 1 — Assess the impact of specific design practices on societal and community issues
2. CLO 2 — Assess the impact of specific design practices on environmental issues
3. CLO 3 — Navigate the rights and responsibilities of designers as employees, contractors, and entrepreneurs
4. CLO 4 — Understand the relationship of intellectual property to individuals and to the design field
5. CLO 5 — Recognize issues of accessibility in aspects of design projects
6. CLO 6 — Employ comprehensive sets of criteria toward achieving sustainability in design projects

Recommended Texts/Readings

*Do Good Design: How Designers Can Change the World*, David B. Berman
ISBN: 032157320X

*Designing For Social Change: Strategies for Community-Based Graphic Design*, Andrew Shea
ISBN: 1616890479

*Green Graphic Design*, Brian Dougherty
ISBN: 1581155115

Equipment / Material Requirements

- Note-taking and sketching materials
- Computer with basic design and layout applications (Adobe Creative Cloud)
- Reliable data backup
- Wireless network access: www.sjsu.edu/sjsuone/
- Digital color printer

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 or by appointment with Librarian Rebecca Feind. She may be contacted at rebecca.feind@sjsu.edu or 808-2007.

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in University Policy S12-3 at http://www.sjsu.edu/senate/docs/S12-3.pdf.

At least four (4) projects will be assigned in this course: two (2) group projects combining research, creative concept ideation, refinement, and reporting of results addressing CLO 1, 2, 5, 6; and two (2) individual papers combining research, refinement, and reporting of results addressing CLO 3, 4. Projects will be turned in in paper and/or PDF form.

Brief in-class exercises and lecture response forms will also be collected relating to all Course Learning Objectives throughout the semester (see below for participation effect on grading).

NOTE that University policy F69-24 at http://www.sjsu.edu/ senate/docs/F69-24.pdf states that “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”
Grading Policy

The project and course performance will be evaluated according to the following components: Each project (4 or more) 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. Bases for the grading are clarity and relevance to CLO 1–6, with the attention to detail in presentation, grammar, spelling, etc., expected in all university courses.

Participation Effect on Grading

Project grades will be assigned on a scale of 0 to 4, corresponding to the letter grades F to A. Projects will be graded in the areas of concept, form, objectives, and execution. Active engagement in the course material is required throughout the semester: an in-class project or response/participation form will be collected at each class session. Students missing only one of these participation requirements 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 this participation score figured in. Due to the addition or subtraction of participation scores, project scores are not the only basis for semester grades.

Grading Scale

A-, A, A+ = Excellence (3.7–4.0)
Student consistently delivers creative and high quality work and demonstrates the ability to explore alternative options as well as the ability to make intelligent and informed decisions. Student is able to refine final solutions to peer and instructor feedback. Student shows the ability to communicate ideas clearly and completely, both visually and in writing. Well-crafted and informed arguments support all decisions. All projects are complete and on time. Student demonstrates a strong, engaged effort. 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 technical problem areas. Student shows the ability to communicate strong rationale for 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 decisions. Student demonstrates a basic understanding of the principles presented in class and may have some 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 presented in the course.

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 coherent ideas and technical ability as required. Student has little or no involvement in class discussions, repeatedly misses deadlines or activities, 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 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 projects because:
1) Each develops an understanding necessary for successful completion of projects.
2) Missing one or more of these projects will lower your course grade substantially.

Deadlines
No extensions will be given except in cases of documented emergencies, such as 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 class day late. Graded assignments more than 3 class 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.

Project grades will be weighted according to the following percentages (adjusted if different quantity):

<table>
<thead>
<tr>
<th>Project</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Project 1</td>
<td>25%</td>
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<tr>
<td>Project 2</td>
<td>25%</td>
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<tr>
<td>Project 3</td>
<td>25%</td>
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<tr>
<td>Project 4</td>
<td>25%</td>
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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 required to observe the following:

• 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 care not to disturb other students when you leave.
• It is your responsibility to inform yourself of any content, announcements, or requirements that you miss due to late arrivals. 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-mail, surf the web, visit social media, etc.
• Laptops are to be used for course related purposes only when in class.
• Please do not eat during class.
• Socializing during lectures, critiques, or when other students are presenting material for the benefit of the class is counterproductive and inconsiderate.

University Policies

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 year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. 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/.

Consent for Recording of Class and Public Sharing of Instructor Material
University Policy S12-7, http://www.sjsu.edu/senate/docs/S12-7.pdf, requires students to obtain instructor’s permission to record the course:

• “Common courtesy and professional behavior dictate that you notify someone before you make any recording of him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. If permission is granted, such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.
  o In classes where participation of students or guests may be on the recording, permission of those students or guests must be obtained as well.
• Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.

Academic integrity
Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf 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/.

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 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf 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 at http://www.sjsu.edu/at/asc/ located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. 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 DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

**SJSU Peer Connections**

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals. Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10th and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit Peer Connections website at http://peerconnections.sjsu.edu for more information.

**SJSU Writing Center**

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at http://www.sjsu.edu/writingcenter. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook.

**SJSU Counseling Services**

The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling Services website at http://www.sjsu.edu/counseling.