Course Title: dsIT 83 Visual Communication I  
**Units:** 3 units, 6 hours per week  
**Prerequisites:** dsIT 10, 05  

**Required Text:**  
Ching, Francis, “*Architecture: Form, Space, and Order*” (third edition)  
Yee, Rendow, “*Architectural Drawing: A Visual Compendium of Types and Methods*”  

**Suggested Reading:**  
Xtine Burrough and Michael Mandiberg, *Digital Foundations: Intro to Media Design with the Adobe Creative Suite*  
Lisa Iwamoto, *Digital Fabrications*  
Julia McMorrough, *Materials, Structures Standards: All The Details Architects Need To Know But Can Never Find.*  

**Course Description:**  
This course introduces students to the principle skills and disciplines of using digital technology to make and represent 3D form. Through various assignments, employing a range of conventional digital media- including scale drawing, plan/section, model and object work and photography- students develop skills for detailed observation and to-scale translation of visual and spatial ideas. The fabrication of physical prototypes is emphasized to instill an ethic of hands-on making and to initiate the instincts for 3D representation of physical form and structure. Throughout the course students will be introduced to the principles of digital drawing and presentation tools essential to 2D and 3D architectural representation. Working with primary digital representation tools, students learn both the application of projective techniques for architectural subjects and the conventions of operation and interface.
/Student Learning Objectives:
1. Ability to use appropriate software applications typically used by interior designers and architects to convey essential formal elements at each stage of the programming and design process.

2. Ability to delineate using projective drawing techniques.

3. Ability to generate forms using 3D digital modeling software applications.

4. Understanding of digital fabrication techniques and the ability to use them effectively when appropriate.

5. Understanding of how to describe a design proposal in a graphic manner intended to persuade an audience of its value.

/Assignments and Grading:
This course will be composed of a combination of in class lectures, labs, take home tutorials and assignments. Results of take home assignments will be collected each class period by posting a digital version on the course website by 2pm the day it is due and by bringing a hard copy (print out) of the work to class. Critiques will often last the entire class period. Participation during critiques is mandatory; rushing in towards the end of a critique with a piece you just finished will be considered non-participation in that critique and you will not be allowed to present your work. It is extremely important that you are awake, alert and fully involved in each critique for the entire class period.

Your final grade for this class will be based on class participation in lectures and labs, and successful completion of take home tutorials and assignments. The assignment grade will be based on a set of criteria including the thoughtfulness and originality of the concept, rigorous and iterative experimentation, the application of the design principles you have learned, and your overall success in producing communicative drawings, 3d objects, renderings and presentations.

/Participation
Teaching and learning is a two-way dialogue. It is important to be on time and to be mentally present. Participation is expected throughout every class. Please note that if you are late to class, your participation grade will be lowered accordingly for that day. As a result, it is possible to produce “A” work in the class yet receive a lower grade due to poor class participation. The professor should be notified in advance of a student's inability to attend a class or to arrive on time. In the event the professor is late for class, students are authorized to leave after a 30 minute wait.

If you miss a class, It is your responsibility to find out what you missed before the next class. Technical demos and lectures will not be repeated for students who miss a class. Projected critique dates will given to you in advance; however, in some instances these may change due to extenuating circumstances. It is your responsibility to learn about any announcements made in class by communicating with your classmates. It is also your responsibility to contact the professor if you have any questions at any time throughout the course.
/Project Deadlines
Any work not turned in on the date it is due will not be graded unless arrangements have been made in advance. Special circumstances will be taken into consideration (e.g. illness, court appearance, death of a relative). All assignments must be completed and turned in to receive a passing grade for the class. The instructor reserves the right to alter assignments and change project due dates with sufficient notice to the students. Specific instructions for where to turn in assignments will be given with each assignment. In general assignments will be turned in and checked via the SJSU Canvas system.

/Grading Criteria:
Lab tutorials and Assignments (at home): 25%
Projects: 60%
Class Participation: 15%

All project grades will be assessed on a scale of 0-100. The grading scale is as follows:

Grading Percentage Breakdown
97-100 = A+
93-96 = A
90-92 = A-
87-89 = B+
83-86 = B
80-82 = B-
77-79 = C+
73-76 = C
70-72 = C-
67-69 = D+
63-66 = D
60-62 = D-
59 and below = F

A- Excellent. Indicates work of a very high quality; the highest grade given. This grade is reserved for work that shows leadership and inspiration, demonstrating significant insight developed to its fullest extent and presented with exquisite craftsmanship.

B- Good. Indicates work that is definitely above average, though not of the highest quality. This work shows thorough exploration and development, and is well presented with good craftsmanship, but it may not rise to the highest level of excellence.

C- Fair. Indicates work of average or medium character. Work in this category demonstrates complete fulfillment of the stated requirements and an understanding of the issues covered, but does not exceed the expectations of understanding, development, or execution.

D- Pass. Indicate work below average and unsatisfactory. The lowest passing grade. Though work may meet the minimum requirements, it lacks depth, development or is unsatisfactorily crafted.

F- Fail. Indicates work that the student knows so little of the subject that it must be repeated in order that credit may be received. Work in this category may be unfinished, unimaginative, underdeveloped or poorly executed, and shows minimal understanding of issues.

/Required Materials:
You are required to have a laptop and the software listed below installed on it by the second week of class, Thursday February 4th.

- The FULL Adobe Suite CS6 or CreativeCloud (not elements) [http://its.sjsu.edu/services/software/adobe/index.html](http://its.sjsu.edu/services/software/adobe/index.html)
- Sketchup Pro Education version ($49.00)
- Sketch up Pro may be purchased at [http://www.sketchup.com/buy/edu-resellers](http://www.sketchup.com/buy/edu-resellers)
- A mouse that successfully connects to your computer
- A Trial Version of RHINO 5 (towards the end of the class, so wait to download)
- other software as necessary

Additionally, students will also be responsible for purchasing material as required for assignments, materials may include high quality paper for print outs, ink, materials for model making and laser cutting, paper and professional printing services, among other things.

A moleskine sketchbook.
3 Sakura Pigma Micron drawing pens with BLACK ink of different line weights (ink thicknesses) or Uni Pin Technical Fineliner drawing pens with BLACK ink of different line weights (ink thicknesses)

The following is a list of tools and materials which you may need to have available to you throughout the semester. These are materials which you will continue to use throughout your education and career:

**Architectural Scale**
Cutting knives: Olfa and X-acto knife and blades
Cutting Matt
Tracing paper rolls (also known as fodder or trace)
Drafting tape or draft dots
Erasers: Mars white plastic #526-50
Hot glue gun and glue sticks
Tacky glue
CA Glue
Lead holder (at least 2) – retractable Leads: H, 2H, 4H, 6H
Aluminum Push pins or T-pins
Sketching pencils (variety)
Charcoal or Conte
Steel Straight Cutting Edge (14” and 36” with cork backing)
Dremel set
Screw drivers, pliers and hammer
Safety glasses for the woodshop
Dust mask
E-flute and C-Flute Cardboard
1 Ply Chipboard
Bristol Paper
Basswood Sheets/Sticks
Dura Lar or Mylar

**Additional Requirements**
/Wood Shop
You will be required to work in the wood shop this semester as we will be using the school's laser cutter. The woodshop charges an annual $20.00 fee, which you can pay at the bursar's office directly into fund 62089 with cash, check or ATM card. You will need to bring the receipt that shows you have paid the fee in order to take the wood shop exam. The laser cutter is a separate orientation and will be coordinated at a later date.

/IDSO
Students in dsIT 83 are required to join the IDSO (Interior Design Student Organization) and attend at least 5 IDSO, AIA, IIDA or ASID events this semester, two of which have to be non-IDSO events. To confirm your attendance upload a 50 word description of event you attended within 2 weeks of the event. Be sure to plan ahead so these events do not coincide with important lectures or project due dates.
Class fees: $35.00

/Library
Rebecca Kohn is the Art and Design department liaison at the SJSU library. She is available to you for research consultations in person and via e-mail and telephone. She can be contacted at rebecca.kohn@sjsu.edu, her office is on the 4th floor of King Library. There is a subject specific page of library resources for Art and Design students available at the following link: http://libguides.sjsu.edu/artdesignresources

/Emergency Phone Numbers:
Emergency: dial 911 (FROM A SCHOOL PHONE, NOT A CELLPHONE!)
Escort Service: dial 42222

/University, College, or Department Policy Information:
a) Academic integrity statement (from Office of Judicial Affairs):
Your own commitment to learning, as evidenced by your enrollment at San José State University and the University's Academic Integrity Policy requires you to be honest in all your academic course work. Faculty are required to report all infractions to the Office of Judicial Affairs. The policy on academic integrity can be found at http://www2.sjsu.edu/senate/S04-12.pdf

b) Campus policy in compliance with the Americans with Disabilities Act:
If you need course adaptations or accommodations because of a disability, or if you need 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 register with DRC to establish a record of their disability

/Cell Phones:
Students will turn their cell phones off while in class. They will not answer their phones in class. Students whose phones disrupt the course and do not stop when requested by the instructor will be referred to the Judicial Affairs Officer of the University. (Such referral can lead to suspension from the University.)

/Computer Use:
In the classroom, faculty allow students to use computers only for class-related activities. These include activities such as taking notes on the lecture underway, following the lecture on Web-based PowerPoint slides that the instructor has posted, and finding Web sites to which the instructor directs students at the time of the lecture. Students who use their computers for other activities or who abuse the equipment in any way, at a minimum, will be asked to leave the class and will lose participation points for the day, and, at a maximum, will be referred to the Judicial Affairs Officer of the University for disrupting the course. (Such referral can lead to suspension from the University.) Students are urged to report to their instructors computer use that they regard as inappropriate (i.e., used for activities that are not class related).

/ Academic Honesty:
Faculty will make every reasonable effort to foster honest academic conduct in their courses. They will secure examinations and their answers so that students cannot have prior access to them and proctor examinations to prevent students from copying or exchanging information. They will be on the alert for plagiarism. Students who are caught cheating will be reported to the Judicial Affairs Officer of the University, as prescribed by Academic Senate Policy S04-12.

- You are responsible for understanding the policies and procedures about add/drops, academic renewal, withdrawal, etc. found at http://www2.sjsu.edu/senate/S04-12.pdf
- Expectations about classroom behavior; see Academic Senate Policy S90-5 on Student Rights and Responsibilities.
- As appropriate to your particular class, a definition of plagiarism, such as that found on Judicial Affairs website at http://www2.sjsu.edu/senate/plagarismpolicies.htm
- If you would like to include in your project any material you have submitted, or plan to submit, for another class, please note that SJSU’s Academic Integrity policy S04-12 requires approval by instructors.

/ General Course Sequence:

Wk 1  Introduction + Drawing Exercise
Wk 2  Photoshop + Shop Orientation
Wk 3  Photoshop + Project 1 Intro
Wk 4  SketchUp
Wk 5  Physical Model Making
Wk 6 PROJECT 1 MID REVIEW
Wk 7  Photoshop, SketchUp + Illustrator
Wk 8  InDesign + Printing
Wk 9 PROJECT 1 FINAL REVIEW+Intro Project 2
Wk 10  Spring Break-No Classes
Wk 11  Sketchup
Wk 12  Sketchup
Wk 13 PROJECT 2 MID REVIEW
Wk 14  Advanced Model Making+Visualizations
Wk 15  Preparing for Final Review
Wk 16  PROJECT 2 FINAL REVIEW

*Subject to change.
I, ____________________________, have read the FALL 2014 dsIT 83 Greensheet and agree to the content within it.

__________________________, ______

SIGNED NAME DATE