

class meets tth
8:00am–10:50am
at art 201

this course is 3 semester
units and graded.
44364

Course Description

This course satisfies 3 units of the 16 units in the required emphasis for the BA Graphic Design Studies Program in the Department of Design. It offers a semester long studio experience that engages a series of problems exploring methods of visual organization and communication utilized in typography and graphic design. The course also develops skills in the basic interrelated theories on how to build and work with the letterforms as elements; included are the critical examination of ideas, two-dimensional spaces, and the relationship between some production methods and materials.

Student Learning Objectives

This is a studio-intensive course where 4 assigned projects will address the graphic design program Student Learning Objectives. 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

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.

Elements

The major forces of composition

Space: the area in which all elements act.

Line: an energy or force that can divide, penetrate, enclose, or define space, line can direct motion force, opposition, or shape.

Solid: an unbroken area having definite shape.

Mass: either a unit weight or the collective weight of a group of elements.

Tone: shades of gray.

Texture: interwoven pattern of light and dark tones.

Principles

The basic interrelated theories on how to build and work with the elements.

Relationship: the connecting force (harmony & proportion).

Transition: an orderly progression from one element to another – implies the concepts of direction, movement, or flow through space and time.

Repetition: the reoccurring use of the same element or theme.

Opposition: the attraction of extremes, used to stimulate excitement, and tension.

Hierarchy: the order of dominance among the various elements within a composition.

Position: the placement of elements in a specific area. Position demands an understanding of space as an organized total to which elements are applied according to the various principles of design.

Design Attributes

Qualities or characteristics inherent in any composition or art form.

Balance: a distribution of one or more elements which visually equal each other. Balance may be symmetrical or asymmetrical. Symmetrical balance is equal on both sides in weight and tone, while asymmetrical balance may be unequal in position and intensity.

Contrast: an abrupt shift.

Rhythm: the moving force connecting the elements within a composition.

andrea english
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graphic design

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office hours:
tth 11:00am–12:00pm

course syllabus and handouts
<http://www.sjsu.edu/people/andrea.english/>

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

- Identify letterforms and anatomy;
- Understand type terminology;
- Identify type style (roman, regular, italic, bold, etc.);
- Identify families of type;
- Identify fonts, and character sets;
- Develop typographic craft, care, and precision
- Measure, and how to align type
- “See” type, (e.g., legibility, and readability)
- Recognize type for appropriateness, and purpose
- Understand type as image.

Texts/Readings

Type 99 Reader (Required)

<http://www.sjsu.edu/people/andrea.english/>

Recommended Readings

Stop Stealing Sheep & find out how type works, Erik Spiekermann & E.M. Ginger,
ISBN: 978-0672485435

Prerequisites

GD majors: ART 24 or ANI 12, ART 12 or DSGD 63, DSGD 83;

IT majors: ART 24 or ANI 12, ART 12 or Art 13 or DSGD 63, DSGD 83;

ID majors: completion of DSID 22 or completion of DSGD 83 and concurrently enrolled in DSID 22

Computer/Software and Material Requirements

1. portable computer with software—adobe CS 5 or 6 and type fonts (required)
2. materials include cutting mat approximately 18” x 24” (recommended), digital camera (access)
felt-tip markers (basic set), flash drive, CD/DVD, ink-jet printer (11 x 17 recommended), metal ruler
pencils: basic set, 2B, H, 2H etc., push-pins, “x-acto” knife

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.

In class policy

- Be on time
- Phones off or on vibrate mode
- Laptops are to be used for course related purposes only.
- No eating during class.
- No personal talking during critiques
- No spray-mount adhesive spraying in the class.
- No cutting on tabletops.

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Evaluation

Each project 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. Semester projects cannot be re-done for re-evaluation, no exceptions.

- **Problem solving skills:** Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.
- **Formgiving skills:** 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:** The skill, dexterity, and attention to detail exhibited in presentation. The quality of line and form necessary for effective visual communication.
- **Participation and Preparation:** Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

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

Project 1	25%
Project 2	25%
Project 3	25%
Project 4	25%

Grading Scale

A	90–100	Superior work, all criteria have been surpassed in a distinguished manner
B	80–89	Very good work, all criteria have been surpassed
C	70–79	Adequate, average work
D	60–69	Meeting minimum work required at below average quality
F	0–59	Failure to meet the course requirements

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.

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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/senate/S07-2.htm>, 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.sa.sjsu.edu/judicial_affairs/index.html.

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://www.sjsu.edu/larc/>.

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/about/staff/>.

Campus Emergency Numbers

Police 911
Escort Service 4-2222

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