

class meets tth
8:00–10:50am
24077
12:00–2:50pm
#27210
at art 212

this course is 4 semester
units and graded.

andrea english
lecturer
graphic design

san jose state university
art 327
andrea.english@sjsu.edu

office hours:
tth 11:00am–12:00pm

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

Course Description

This course addresses the resolution of the design of the degree project through fitting the appropriate form to its content and audience. As this is the final requirement for the BA Graphic Design Degree, the degree project is expected to represent a significant body of work accomplished over the course of four years in the BA Graphic Design program, culminating in the design of an exhibition of the work. A substantial amount of student activity in the studio will address acquiring and refining these skills and knowledge. Students are only eligible to enroll in this course if all credit requirements for the degree are complete in this final semester and the student is enrolled with full-time status.

Student Learning Objectives

Increasingly, the contemporary role of the designer includes not simply that of form-giver but also problem-solver. Consequently designers need the ability to creatively examine complex issues, and the content and information that is developed from these examinations, must be given form. The purpose of this course is to introduce the students to a design model that sees design as the conscious planning and meaningful acts that influence our relationship to ourselves, humanity, the future, the sacred, and to nature.

Through two intensive workshops, lectures and hands-on projects, students will explore and discover a broader context in which to practice design. They will use design thinking and techniques to help them see, analyze, synthesize, and visualize. Through an intensive experience in how to design intentions, meaningful actions that source from their true sense of purpose and passion, they will gain a greater awareness and a deeper understanding of the role of design in their lives and their work.

Five major projects will be assigned. Several preliminary presentations leading up to each final project will be required. The fifth project will be due on the last day of class and is independently designed outside class.

Note: students are expected to be familiar or to independently make themselves familiar with basic digital graphics applications or any applications pertinent to their projects, as these will not be taught in class.

In-class work days will be scheduled, however a formidable amount of out-of-class work will also be necessary.

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.

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

- define their personal strengths and identify specific career choices prior to graduation through investigating design process;
- employ graphic design output as the means to enhance relationships between people in modern information society;
- demonstrate an uncompromising and high professional standard for model making (techniques, tools, materials, and craftsmanship);
- recognize design strategy system as a creative process and apply time management tools effectively;
- organize information to make compelling and experimental visual expressions for presentation.

Required Readings

Articles downloadable as PDF's: Click on Lauralee Alben under resources & find:

- *Navigating a Sea Change*, Lauralee Alben, 2002
- *At the heart of interaction design*, Lauralee Alben, 1997

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Recommended Readings

Introduction to Graphic Design Methodologies and Processes: Understanding Theory and Application,
John Bowers, John Wiley & Sons, Inc., Canada.
ISBN-13: 978-0470504

Other Readings

It's Not How Good You Are, It's How Good You Want to Be
Paul Arden, Phaidon Press, USA
ISBN-10: 0714843377

Design Matters: Portfolios 01: An Essential Primer for Today's Competitive Market
Maura Keller, Rockport Publishers, USA
ISBN-10: 1592536026

Prerequisites

Art 24, DsGD 63, DsGD 83, DsGD 99, DsGD 93 or DsGD 100, and DsGD 104

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

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.
- **Form giving 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	20%
Project 2	20% (includes workshop attendance)
Project 3	20%
Project 4	20%
Project 5	20%

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