

syllabus

class meets m/w 12:30–3:20 pm
at room 226 industrial studies
building, this course is 3 semester
units and graded.

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, and clarity. We will also discuss job searches, interview techniques, and standards of professional conduct.

The second objective of the course is to give students a grounded understanding of graphic design as a professional practice through lectures, discussions, readings, and field trips.

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.

You must attend AIGA's career paths in design on Sep 22, 2014, and write an one page paper summarizing the event, the speaker's views and ideas, and what you learned as a result. Event space is really limited, please register asap—http://aigasf.org/events/2014/09/22/career_paths_in_design. Papers are due on or before October 1.

prerequisites

Only BFA students in Graphic Design are accepted. Must have completed DsGD 120 Exhibition Design.

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 money matters;
2. Market himself/herself to address the current needs of the Graphic Design profession;
3. Document and photograph his/her work;
4. Understand good business practices and professional ethics.

required text

The Great Discontent, Issue One

Tina Essmaker, Ryan Essmaker; No Little Plans, LLC; 2014
ISSN 2372-076X

recommended text

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; 2005
ISBN 1568985592

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teaching days—m/w only

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course materials

sjsu.edu/people/connie.hwang

syllabus**class time**

This is a three hour class. We will typically take one scheduled 10-minutes 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 12:30 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 12:30 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.

evaluation**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.

grading scale

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.

syllabus**deadlines**

The last day of instruction (Monday, Dec 8, 2014) 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 mat, 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/>.

syllabus**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> 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.

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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

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.

schedule

8/25 m course introduction; career strategies overview
 research 10 design firms; compose an initial outreach statement to a prospective employer

8/27 w finance; marketing; copy editing; exhibition; operation

9/1 m no class, labor day; work on your own

9/3 w portfolio re-do review

9/8 m initial outreach / personal brand critique (letterhead, business card, cover letter, and résumé)

9/10 w portfolio re-do review

9/15 m initial outreach critique

9/17 w portfolio re-do review

9/22 m initial outreach due

9/24 w portfolio re-do review

9/29 m portfolio re-do critique (print, pdf, & web)

10/1 w portfolio re-do review

10/6 m portfolio re-do critique (print, pdf, & web)

10/8 w portfolio re-do review

10/13 m portfolio critique

10/15 w portfolio critique

10/20 m good business practices overview

10/22 w portfolio review

10/27 m professional ethics overview

10/29 w portfolio review

11/3-15 senior show discussion

11/10 m no class, veteran's day; work on your own

11/12 w senior show discussion

11/17 m interview and money matters overview

11/19 w senior show discussion

11/24-26 no class, thanksgiving; work on your own

12/1-3 initial outreach and portfolio final presentation

12/7-8 senior show

12/14 s senior show

senior show

assign teams and finalize schedule

determine "theme"

marketing / copy editing: brainstorm

marketing / copy editing: critique

marketing / copy editing: critique

marketing / copy editing: production

finance / exhibition: brainstorm

all teams: : regroup

exhibition / operation: critique

marketing / copy editing: follow-up
 exhibition / operation: critique

all teams: : regroup

all teams: : regroup

exhibition / operation: regroup

set-up & opening
 take-down