

syllabus

class meets m/w 3:30–6:20 pm at 226 IS. this course is 3 semester units and graded.

connie hwang

associate professor
graphic design program
san josé state university

office hours

m 12–12:30 pm
w 11 am–12:30 pm
at 229 ART

e-mail correspondence on

teaching days—m/w only

connie.hwang@sjsu.edu

course materials

sjsu.edu/people/connie.hwang

course objectives

Introducing principles, processes, and vocabularies of exhibition and environmental design. Instruction in two and three dimensional visualization of objects and spaces. Instruction in the use of instrument-aided drawing, freehand drawing, and model building to represent and communicate design ideas at different scales of observation.

course structure

The instructional methods of this course will include lectures, group discussions, presentations, and creative work. Participation in discussion and critique is vital to the success of this class. The course is comprised of two major assignments. For each, I will describe the objectives and the parameters during class. It will be your responsibility to take notes and ask questions until you fully understand the assignment. Knowing how to define problems is the initial step of a design process. In addition to the major assignments, several small exercises will also be assigned. These include in-class exercises, readings, quizzes, etc.

prerequisites

Only BFA student in Graphic Design is accepted. Prerequisites are DsGD 103A, DsGD 106, and DsGD 131/141.

assignment submission

At each due date of the assignments, students are required to submit the assignment with the following:

1. A bound process book (17 X 11 inches, landscape format) of all research, preliminary and developmental sketches, relevant notes, inspiration, readings, etc. Process books will be considered when grading.
2. A PDF or high-res image(s) of the final assignment. All files must be labeled with your full name (FirstName_LastName). Submit your files via dropbox at hey@conniehwangdesign.com.

student learning objectives

The goal of this course is to contribute to the student's discovery and understanding of the basic objectives, principles, and methods used in exhibition and environmental design. On successful completion of this course students shall be able to:

- Provide an introduction to the techniques of two- and three-dimensional visualization of objects and spaces, with an emphasis on the relationship between design ideas and appropriate modes of communication;
- Develop an understanding of the role of the design professional in society and of the value and importance of the designed environment;
- Provide a set of design experiences whereby the student is motivated to express his/her creativity and can assess his/her personal interest in and commitment to the design professions.

A substantial amount of student activity in the studio will address:

- Orthographic Projection (competency in line quality, line hierarchy, conventions)—is a means of representing a three-dimensional object in two dimensions.
- Multi-view Drawing (competency in layout and construction of plan, section, elevation)—contains the top view, side view, and front view of an object. It also contains the isometric projection of the object
- Parallel Projection (understanding of plan and elevation oblique, isometric, etc.)—combines the measured aspect of orthogonal drawings with the three-dimensional quality of a perspective
- Freehand Drawing (understanding in line drawing, toning, building materials, landscape elements, etc.)
- Model Building (awareness of models for study purposes)
- Diagramming (awareness)
- Light, Shade and Shadow (understanding in plan, elevation and axonometric, awareness in perspective)

syllabus**required text**

Wayshowing > Wayfinding: Basic & Interactive

Per Mollerup, BIS Publishers, 2013

ISBN-10: 9063693230

Exhibition Design

Philip Hughes, Laurence King Publishing, 2010

ISBN-10: 1856696405

class time

This is a three hour class. We will typically take one scheduled 10-minute 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 tools and materials for continuing work on the assignment. Projects are due at the beginning of each class, which means that at 3:30 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 3:30 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

This is a three hour class. Each class exercise will be graded upon completion and assigned a letter grade according to the University policy, A through F. Late assignments are subject to an F unless prior arrangements have been made (health, family emergency, etc.).

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—from discovery and exploration to refinement, implementation, and production.

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 the above criteria
F	0–59	Failure to meet all of the above criteria

syllabus**deadlines**

The last day of instruction (Monday, May 12, 2014) is when you will submit the last assignment. No extensions will be given except in cases of documented emergencies or serious illness. If such a circumstance should arise, please contact Prof 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 doors 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 for making architectural models.

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 Suite 5 or 6 and necessary fonts;
2. Materials include pencils, cork-backed ruler, architectural scale, HB pencil, T-square, tracing pads, tape, clear push pins, hot glue, wet glue, dry glue, tape, pliers, utility knife & blades, x-acto knife with #11 blades, portable cutting mat, foam core, poster board, chipboard, wood, etc.

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/drc/docs/DRCAcademicDishonestyPolicy.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.sa.sjsu.edu/judicial_affairs/index.html. Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism

syllabus

(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 MLK Library. Various of audio-visual equipment is available for 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.

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.

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schedule

- 1/27 m course introduction; assigned teams; survey the site
- 1/29 w present exhibition proposals

- 2/3 m no class
- 2/5 w group critique: model building, floor plan discussion, exhibition marketing, and content review

- 2/10 m group critique: floor plan, drawings, renderings, exhibition marketing, and content review
- 2/12 w exhibition regulation quiz

- 2/17 m group critique
- 2/19 w assignment documentation; prepare installation

- 2/24 m team A exhibit opens; group critique & exhibit viewing
- 2/26 w prepare documentation of the exhibit

- 3/3 m team B exhibit opens; group critique & exhibit viewing
- 3/5 w prepare documentation of the exhibit

- 3/10 m group critique & exhibit viewing
- 3/12 w assignment 1 due; assignment 2 introduction

- 3/17–19 tbd

- 3/24–31 *spring break
- 4/2 w group critique (discovery)

- 4/7 m group critique (discovery)
- 4/9 w work in class

- 4/14 m group critique (exploration)
- 4/16 w small group review

- 4/21 m group critique (exploration)
- 4/23 w small group review

- 4/28 m group critique (production)
- 4/30 w small group review

- 5/5 m group critique (production)
- 5/7 w small group review

- 5/12 m assignment 3 due

- 5/22 h end of semester review

curation/exhibition

exhibition/wayfindings

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.

office hours

m 12–12:30 pm
w 11 am–12:30 pm
at 229 ART

e-mail correspondence on
teaching days—m/w only

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course materials

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Name _____

Email _____

1. What is the role of a designer?

2. What is the role you would like to play in the profession of design?

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I have read and understand the syllabus and agree to the policies outlined therein.

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Signature _____