

**San José State University
Department of Design
DSGD 105 Intermediate Graphic Design
Section 1
Spring 2016**

Instructor:	Joe Miller, Lecturer
Office Location:	San José State University, Art Building 327
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Email:	joe.miller@sjsu.edu
Office Hours:	Mon 11:30am–12:30pm
Class Days/Time:	MW 8:30am–11:20am
Classroom:	IS 226
Prerequisites:	Pass BFA Portfolio Review; DSGD 102, 110
Course Fees:	\$45

This course is 3 semester units and graded.

Faculty Web Page and MYSJSU Messaging

Course materials such as the syllabus, course calendar, handouts, etc. may be found on the faculty web page at <http://www.sjsu.edu/people/joe.miller/>. You are responsible for regularly checking with the messaging system through MySJSU.

Course Description

Development of concepts combining image/form, message, typography and function with fundamental design theory.

Student Learning Objectives

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

Course Content Learning Outcomes

On successful completion of the course students shall be able to:

(LO1) Create work that communicates on its own to a broad audience;

(LO2) Develop a formal language in visual form-making;

(LO3) Creatively express personal interest in, and commitment to, the design professions;

(LO4) Better understand of the role of the design professional in society

Required Texts/Readings

Type: Introduction to Typography (DsGD 99 course reader), Joe Miller
free download at course web page

Strongly Recommended Texts/Readings

The Universal Traveler: a soft-systems guide to creativity, problem-solving and the process of reaching goals, by Don Koberg and Jim Bagnall, editions 1975– present

Library Resources:

The San Jose State University Library supports student access to information with in-person reference at the King Library Reference Desk and specialized support for Design online at <http://libguides.sjsu.edu/design>.

Material Requirements

- Wireless laptop computer with appropriate software (Adobe Creative Cloud)
- Reliable data backup
- Wireless network access: www.sjsu.edu/sjsuone/
- Digital color printer (capable of 13x19 output if practical)

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.

Administrative Policies

This course is an essential component of your curriculum at SJSU. We have a significant amount of work to complete this course, therefore, in order to professionally and effectively deliver the curriculum it is necessary to establish some ground rules. Students are expected to read this syllabus thoroughly and to observe all of the requirements explained here.

Classroom Protocol

We are involved in a mutually beneficial communal learning experience, one that requires full attention and respectful behavior toward all members of the class. In order to maximize the learning experience, students are required to observe the following:

- Students must take every step necessary to minimize distractions during class.
- Students are expected to arrive on time and to remain in class until the class is over, or excused. If you have a prior engagement that requires you leave before the end of class, please inform the instructor before class and take care not to disturb other students

when you leave.

- Announcements, handouts, and assignments are issued at the beginning of class. All critiques begin 15 minutes after official class start time; no work is to be added to the wall or other critique area after a critique begins. It is your responsibility to inform yourself of any announcements or requirements that you miss due to late arrivals. Do not interrupt class to ask about these. Remain after class if you have questions.
- Electronic devices not directly pertaining to your participation in this class must be turned off and put away before class starts. This means you may not place or receive calls, messages, play games, check e-mails, surf the web, visit Facebook, Twitter, etc.
- Laptops are to be used for course related purposes only.
- Please do not eat during class.
- Socializing during critiques, lectures, or when other students are presenting material for the benefit of the class is counterproductive and inconsiderate.
- No spray adhesives are allowed in the class or building.
- Do not use tabletops as a cutting surface—use approved portable cutting surfaces only.

It is expected that there will be significant hours of homework and out-of-class work throughout the semester.

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/academic_programs/calendars/academic_calendar/. The Late Drop Policy is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. 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/>.

Grading Policies

Project grades will be assigned on a scale of 0 to 4, corresponding to the letter grades F to A as outlined in this document. Projects will be graded in the areas of concept, form, objectives, and execution. For team projects, the instructor will rely on individual and team assessments as well as observation in class. Projects must be turned in when due. One full letter grade per meeting will be deducted on late projects. On-time presentation of all preliminary roughs and final comps, as well as progress during in-class working sessions, will be noted towards participation (“on-time” means that work is on the wall or otherwise placed as requested prior to the start of any critique or presentation). Students missing only one of these deadlines will be rewarded by the addition of at least one-quarter point to their semester score. Missing three will cause the deduction of one quarter point; missing four, a deduction of one half point; missing six, of one point; and missing eight or more will result in a failure grade. Project scores are averaged and participation scores figured in. Due to the addition or subtraction of participation scores, project scores are not the only basis for semester grades.

Grading Scale

A-, A, A+ = Excellence (3.7–4.0)

Student consistently delivers creative and high quality work and demonstrates the ability to explore a wide range of alternative options as well as the ability to make intelligent and informed decisions on the final solution. Student is able to refine final solutions to instructor feedback. Student shows the ability to communicate ideas clearly and completely, both visually and verbally. Well-crafted and informed arguments support any and all design decisions. All projects are complete and on time. Student demonstrates a strong, engaged effort in work and in class. Student maintains at all times a positive attitude and commitment towards the profession, classmates, the instructor and their own development. Student participates in all regularly scheduled classes. Overall, student meets and exceeds the requirements of the course.

B-, B, B+ = Very good work (2.7–3.6)

Student demonstrates an above average effort in all areas. Work is complete and demonstrates no craft or technical problem areas. Student shows the ability to communicate decent rationale for design decisions and demonstrates improvement in all areas of professional development as a designer. Student maintains a positive attitude and involvement in all coursework and class activities.

C-, C, C+ = Adequate, average work (1.7–2.6)

Student produces the minimum work required at an average quality level and provides basic explanations for design decisions. Student demonstrates a basic understanding of the principles presented in class and may have some craft and technical problem areas. Student demonstrates average participation in all regularly scheduled classes.

D-, D, D+ = Poor work and lack of effort (0.7–1.6)

Student produces the minimum work required at below average quality and demonstrates little understanding of the principles

F = Failure to meet the course requirements (0.0–0.6)

Student demonstrates a lack of understanding of the basic principles discussed in class and is unable to convey creative and craft and technical ability as required. Student has little or no involvement in class discussions, repeatedly misses deadlines or critiques, and demonstrates little commitment to learning and their own development. Student shows little participation and/or is consistently late for class.

Important Notes about Grading

It is very important to complete all projects because:

- 1) Each develops a skill necessary for successful completion of projects.
- 2) Missing one or more of these projects will lower your course grade substantially.

Extra Credit

Out of general fairness to all students, there will be no opportunities for extra credit projects given in this class.

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 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. Read SJSU's Academic Integrity policies at <http://www.sjsu.edu/senate/docs/S07-2.pdf>.

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.

Other resources:

Student Affairs

<http://www.sjsu.edu/studentaffairs/>

SJSU Writing Center

<http://www.sjsu.edu/writingcenter/>

Peer Mentor Center

<http://peerconnections.sjsu.edu>

Campus Emergency Numbers

Police: 911

Escort Service: 4-2222