

dsgd 105 intermediate graphic design

san josé state university, spring 2012

section 4, tues/thurs 8:00 to 10:50, art room 216

instructor: joe miller

office hours: tues/thurs 11:00 to 12:00, art room 327

contact: joe.miller@sjsu.edu

the instructor is not available for project advice via email.

course materials such as the syllabus and assignment sheets may be found at www.sjsu.edu/people/joe.miller/

prerequisite:

your dsgd 104 portfolio review form showing approval for dsgd 105

required reading:

introduction to typography reader, available on class website

recommended reading:

visual grammar, christian leborg, 2006; *graphic design manual*, armin hofmann, 1965; *introduction to two-dimensional design: understanding form and function*, john bowers, 2008; dsgd 99 additional recommended reading on the project sheet.

learning objectives and class structure:

the objective of this course is to foster the formulation of ideas for clear visual communication while employing the elements, principles, and attributes of composition in support of clearly identified communication goals developed by each student. within this process, several preliminary presentations leading up to each final project will be required. critiques of and discussions concerning these preliminary proposals will form most of the in-class content of this course. in-class working sessions will be required, and a formidable amount of out-of-class work will be necessary.

grading:

grades will be assigned on a scale of 0 to 4, corresponding to the letter grades F to A. projects will be graded on concept, form, objectives, and execution. projects must be turned in when due. one full letter grade per meeting will be deducted on late projects. on-time presentation of exercises, 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 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 for the course. project scores are averaged and then participation scores are added or subtracted. project scores are not the only basis for semester grades. incompletes will not be granted.

portfolio review:

at the final meeting of the semester, all four projects from this course, all four projects from dsgd 104, plus one project from dsgd 99, may be submitted for the bfa graphic design program portfolio review. projects may be reworked for this review. official transcripts from all colleges will be required. detailed instructions for the portfolio review will be made available at mid-semester.

classroom protocol:

- phones and other like devices off—do not take or make calls
- no food that might drip or smell
- no spray adhesives (do not spray inside the building)
- no cutting on table tops—use your portable cutting surface
- undivided attention required during critiques: no talking except to entire class and no laptop or other device use
- do not add work to the wall or critique area after a critique or presentation has begun

required in-class materials:

research and reference materials, and working digital files
concept sketching materials: pencil, kneaded eraser, ruler, markers, and marker pad
clear push pins for presentation days
laptop computer, wireless, and with reliable data backup
full versions of illustrator, photoshop, and fonts software
helvetica or univers type families required, no substitutions
wireless network access: www.sjsu.edu/sjsuone/

other necessary/strongly recommended materials:

reliable data backup plan, software, and hardware
digital color printer capable of 13x19 output
schaedler precision rules
metal non-slip cutting rule
x-acto knife and #11 blades in dispenser/disposal unit
portable cutting surface (required for cutting in classrooms)
graphic arts adhesive (no spraying allowed in building)

cost of printouts and materials ranges from \$200 to \$400. a lab fee of \$45 provides printers, supplies, and networking services for in-class black laser and color laser prints (limit 50 black and 30 color laser prints on tabloid or letter sheets). printing for this class only. unused accounts do not 'roll over' to other classes. large-scale prints must be acquired from outside sources.

university policies and services:

academic integrity: your own commitment to learning, as well as the university's integrity policy, require you to be honest in all your course work. academic dishonesty will not be tolerated and faculty are required to report all infractions. cheating or plagiarism (presenting the work or ideas of another as your own) will result in a failing grade and sanctions by the university. all assignments are to be completed by the individual student unless otherwise specified. If you would like to use any material you have submitted or plan to submit for another class, sjsu policy F06-1 requires approval of the instructors. see: www.sa.sjsu.edu/judicial_affairs.

campus policy in compliance with the americans with disabilities act: if you need course adaptations or accommodations because of a disability, or if you would need special arrangements if the building had to be evacuated, please contact the disability resource center (administration 110, 408.924.6000, www.drc.sjsu.edu/). presidential directive 97-03 requires that students requesting accommodations register with the drc to establish a record of their disability.

student services: www.studentaffairs.sjsu.edu/departments