

**San José State University  
Department of Design  
DSGD 108 Graphic Design Portfolio  
Section 02  
Fall 2012**

<b>Instructor:</b>	Joe Miller, Lecturer, Graphic Design
<b>Office Location:</b>	San José State University, Art Building 327
<b>Telephone:</b>	Office phone not operating, use email
<b>Email:</b>	joe.miller@sjsu.edu
<b>Office Hours:</b>	Drop-in: Mon 11:30 am–12:30 pm By appointment: Wed 11:30 am–12:30 pm
<b>Class Days/Time:</b>	Mon/Wed 8:30 am – 11:20 am
<b>Classroom:</b>	IS 226
<b>Prerequisites:</b>	everything
<b>Course Fees:</b>	\$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**

This course will have two parallel tracks and projects:  
Development of personal identity, portfolio and related presentation materials.  
Development and mounting of community exhibition relating to design.

**Student Learning Objectives**

This is a studio-intensive course where projects will address the graphic design program Student Learning Objectives, to view please visit:

[http://www.sjsu.edu/ugs/assessment/programs/humanities/art/Graph\\_Des/](http://www.sjsu.edu/ugs/assessment/programs/humanities/art/Graph_Des/).

**Course Content Learning Outcomes**

Students will create and present individual portfolios, web sites, résumés, and related materials, as well as collaborate on exhibition design and other elements related to the public presentation of collaborative concepts in design. Goals will be accomplished through both individual and group projects.

### **Required Texts/Readings**

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

### **Strongly Recommended Texts/Readings**

*AIGA Professional Practices in Graphic Design*, current edition and online resources

*Obey the Giant: life in the image world*

and

*Designing Pornotopia: travels in visual culture*, both by Rick Poyner

*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 (liaison):**

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> or by appointment with Librarian Rebecca Feind. She may be contacted at [rebecca.feind@sjsu.edu](mailto:rebecca.feind@sjsu.edu) or 808-2007.

### **Material Requirements**

- Wireless laptop computer with appropriate software (Adobe Creative Suite)
- Reliable data backup
- Wireless network access: [www.sjsu.edu/sjsuone/](http://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 requested to observe the following etiquette guidelines:

- 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 after a critique begins. It is your responsibility to inform yourself of any announcements or requirements that you miss due to late arrivals. Please 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 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 and at the exhibition site.

### **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/](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**

**The project and course performance will be evaluated according to the following components** Each individual project (portfolio and other materials) will be graded upon completion and assigned a letter grade according to the University policy—A through F. An incomplete will be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. Grades will be assigned on a scale of 0 to 4, corresponding to the letter grades F to A. Projects will be graded almost entirely on participation, measured by the meeting of assigned deadlines. Projects must be turned in when due. On-time presentation of all assigned material will be noted towards participation (“on-time” means prior to the start of any critique, discussion, or class presentation). Students who meet all of these deadlines will receive an A grade for individual projects. Students who miss one of these assignments will receive an A-. Students missing two will receive a B+, missing three a B, missing four, a B-, missing five a C+, and missing six a C. Missing seven or more will result in a failure grade. Grades for group projects will be based on peer evaluations, instructor observation, and your own documentation of work. Scores from individual and group project performance will be averaged together. As part of the overall group project, students will be expected to participate fully in the mounting of an off-campus exhibition representing the SJSU BFA Graphic Design Program presented as an educational experience for underclassmen, designers in the field, and the public at large.

## **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**

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 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 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](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](http://www.sjsu.edu/writingcenter/about/staff/) is located at <http://www.sjsu.edu/writingcenter/about/staff/>.

### **Peer Mentor Center**

The Peer Mentor Center is located on the 1<sup>st</sup> 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. On the road to graduation, Peer Mentors are navigators,

offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop –in basis, no reservation required. The [Peer Mentor Center website](http://www.sjsu.edu/muse/peermentor/) is located at <http://www.sjsu.edu/muse/peermentor/>

**Campus Emergency Numbers**

Police 911

Escort Service 4-2222