

**San José State University**  
**Department of Design**  
**DsGD 111, Design Values and Professional Practices**  
**Section 1, Fall, 2016**

|                         |   |
|-------------------------|---|
| <b>Instructor:</b>      | Joe Miller, Lecturer  |
| <b>Office Location:</b> | Art Building 327  |
| <b>Email:</b>           | joe.miller@sjsu.edu   |
| <b>Office Hours:</b>    | Tue 11:30am–12:30pm   |
| <b>Class Days/Time:</b> | Tues/Thurs 12:30pm–3:20pm   |
| <b>Classroom:</b>       | Art Building 212  |
| <b>Prerequisites:</b>   | Prerequisite: GD majors: DSGD 63, DSGD 83;<br>ANI majors: ANI 50; IT majors: DSIT 33, DSIT 83;<br>ID majors: DSID 22 or DSGD 83. Corequisite: DSID 22 |
| <b>Course Fees:</b>     | \$45  |

**Faculty Web Page and MYSJSU Messaging**

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at <http://www.sjsu.edu/people/joe.miller> and/or on the Canvas learning management system course website. You are responsible for regularly checking with the messaging system through MySJSU (or other communication system as indicated by the instructor) to learn of any updates.

**Course Description**

This course defines and investigates design practices, processes, materials, and vocation and their effects on society, environment, business, and intellectual property. Lectures, discussions, and group and individual projects explore applications of design thinking for positive local to global outcomes.

**Learning Outcomes**

**Course Learning Outcomes (CLO)**

Through presentations, active investigation, and careful evaluation, students will establish a broad understanding of the following ethical and practical aspects of the field of design.

Upon successful completion of this course, students will be able to:

1. CLO 1 — Assess the impact of specific design practices on societal and community issues
2. CLO 2 — Assess the impact of specific design practices on environmental issues

3. CLO 3 — Navigate the rights and responsibilities of designers as employees, contractors, and entrepreneurs
4. CLO 4 — Understand the relationship of intellectual property to individuals and to the design field
5. CLO 5 — Recognize issues of accessibility in aspects of design projects
6. CLO 6 — Employ comprehensive sets of criteria toward achieving sustainability in design projects

### **Recommended Texts/Readings**

*Do Good Design: How Designers Can Change the World*, David B. Berman  
ISBN: 032157320X

*Designing For Social Change: Strategies for Community-Based Graphic Design*, Andrew Shea  
ISBN: 1616890479

*Green Graphic Design*, Brian Dougherty  
ISBN: 1581155115

### **Equipment / Material Requirements**

- Note-taking and sketching materials
- Computer with basic design and layout applications (Adobe Creative Cloud)
- Reliable data backup
- Wireless network access: [www.sjsu.edu/sjsuone/](http://www.sjsu.edu/sjsuone/)
- Digital color printer

### **Library 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.

### **Course Requirements and Assignments**

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in [University Policy S12-3](http://www.sjsu.edu/senate/docs/S12-3.pdf) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

At least four (4) projects will be assigned in this course: two (2) group projects combining research, creative concept ideation, refinement, and reporting of results addressing CLO 1, 2, 5, 6; and two (2) individual papers combining research, refinement, and reporting of results addressing CLO 3, 4. Projects will be turned in in paper and/or PDF form.

Brief in-class exercises and lecture response forms will also be collected relating to all Course Learning Objectives throughout the semester (see below for participation effect on grading).

NOTE that [University policy F69-24](http://www.sjsu.edu/senate/docs/F69-24.pdf) at <http://www.sjsu.edu/senate/docs/F69-24.pdf> states that “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

### **Final Examination or Evaluation**

To aid in the retention of key course material, a final examination based on overall content of the course will be given at the university-assigned final exam time. The exam will count as a full project grade and will be based on a standard 100 point scale with each question in proportioned points. Final exam grade scale:

|        |                                  |
|--------|----------------------------------|
| 90-100 | A (90-94 A-; 95-96 A; 97-100 A+) |
| 80-89  | B (80-83 B-; 84-86 B; 87-89 B+)  |
| 70-79  | C (70-73 C-; 74-76 C; 77-79 C+)  |
| 60-69  | D                                |
| 00-59  | F                                |

A non-graded participation-only midterm exam will also be given to help prepare for the final.

### **Grading Information**

**The project and course performance will be evaluated according to the following components** In addition to the final exam, three graded projects will be assigned and will be graded 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. Bases for the grading are clarity and relevance to CLO 1–6, with the attention to detail in presentation, grammar, spelling, etc., expected in all university courses.

### **Participation Effect on Grading**

Project grades will be assigned on a scale of 0 to 4, corresponding to the letter grades F to A. Projects will be graded in the areas of concept, form, objectives, and execution. Active engagement in the course material is required throughout the semester: an in-class project or response/participation form will be collected at each class session. Students missing only one of these participation requirements 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. Project scores are averaged and this participation score 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 alternative options as well as the ability to make intelligent and informed decisions. Student is able to refine final solutions to peer and instructor feedback. Student shows the ability to communicate ideas clearly and completely, both visually and in writing. Well-crafted and informed arguments support all decisions. All projects are complete and on time. Student demonstrates a strong, engaged effort. 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 technical problem areas. Student shows the ability to communicate strong rationale for 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 decisions. Student demonstrates a basic understanding of the principles presented in class and may have some 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 presented in the course.

**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 coherent ideas and technical ability as required. Student has little or no involvement in class discussions, repeatedly misses deadlines or activities, 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 an understanding necessary for successful completion of projects.
- 2) Missing one or more of these projects will lower your course grade substantially.

**Deadlines**

No extensions will be given except in cases of documented emergencies, such as serious illness. If such a circumstance should arise, please contact the instructor as early as possible and be ready to provide documentation.

**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 class day late. Graded assignments more than 3 class 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 individual opportunities for extra credit projects given in this class. At the instructor’s discretion and direction, an extra credit opportunity may be given to the entire class for participation outside design exhibition attendance or other specific relevant activity.

**Project grades will be weighted according to the following percentages (adjusted if different quantity):**

|            |     |
|------------|-----|
| Project 1  | 25% |
| Project 2  | 25% |
| Project 3  | 25% |
| Final Exam | 25% |

**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.
- It is your responsibility to inform yourself of any content, 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-mail, surf the web, visit social media, etc.
- Laptops are to be used for course related purposes only when in class.
- Please do not eat during class.
- Socializing during lectures, critiques, or when other students are presenting material for the benefit of the class is counterproductive and inconsiderate.

## **University Policies**

### **General Expectations, Rights and Responsibilities of the Student**

As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU's policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. To learn important campus information, view [University Policy S16-15](#) and SJSU current semester's [Policies and Procedures](#). In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not address the issue, it is recommended that the student contact the Department Chair as the next step.

### **Course Requirements and Assignments**

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of forty five hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

### **Attendance and Participation**

Attendance per se shall not be used as a criterion for grading. However, students are expected to attend all meetings for the courses in which they are enrolled as they are responsible for material discussed therein, and active participation is frequently essential to ensure maximum benefit to all class members. In some cases, attendance is fundamental to course objectives; for example, students may be required to interact with others in the class. Attendance is the responsibility of the student. Participation may be used as a criterion for grading when the parameters and their evaluation are clearly defined in the course syllabus and the percentage of the overall grade is stated. The full policy language can be found at <http://www.sjsu.edu/senate/docs/S15-12.pdf>

### **Accommodation to Students' Religious Holidays**

[University Policy S14-7](#) states that San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed.

## **Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Add/drop deadlines can be found on the current academic year calendars document on the [Academic Calendars webpage](#). Students should be aware of the current deadlines and penalties for dropping classes ([Late Drop Information](#)).

Information about the latest changes and news is available at the [Advising Hub](#).

## **Consent for Recording of Class and Public Sharing of Instructor Material**

[University Policy S12-7](#), requires students to obtain instructor's permission to record the course.

- Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the **instructor**; you have not been given any rights to reproduce or distribute the material.
- Any granting of permission is on a on a class by class basis.
- In classes where active participation of students or guests may be on the recording, permission of those students or guests must be obtained as well.
- Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.

## **Academic integrity**

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy F15-7](#) 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. Visit the [Student Conduct and Ethical Development](#) website for more information.

## **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) to establish a record of their disability.

## **Student Technology Resources**

Computer labs and other resources for student use are available in:

- [Academic Success Center](http://www.sjsu.edu/at/asc/) at <http://www.sjsu.edu/at/asc/> located on the 1st floor of Clark Hall
- [Academic Technology Computer Center](http://www.sjsu.edu/at/hd/) at <http://www.sjsu.edu/at/hd/> on the 1st floor of Clark Hall
- [Associated Students Computer Services Center](http://as.sjsu.edu/ascc/) at <http://as.sjsu.edu/ascc/> on the 2nd floor of the Student Union
- [Student Computing Services](http://library.sjsu.edu/student-computing-services/student-computing-services-center) at <http://library.sjsu.edu/student-computing-services/student-computing-services-center>
- [Computers at the Martin Luther King Library](http://library.sjsu.edu/reserve-studymeeting-room/computers-king-library) for public at large at <http://library.sjsu.edu/reserve-studymeeting-room/computers-king-library>
- Additional computer labs may be available in your department/college

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

## **SJSU Peer Connections**

Peer Connections' free tutoring and mentoring is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. Peer Connections tutors are trained to provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group and individual tutoring are available. Peer Connections mentors are trained to provide support and resources in navigating the college experience. This support includes assistance in learning strategies and techniques on how to be a successful student. Peer Connections has a learning commons, desktop computers, and success workshops on a wide variety of topics. For more information on services, hours, locations, or a list of current workshops, please visit [Peer Connections website](http://peerconnections.sjsu.edu) at <http://peerconnections.sjsu.edu> for more information.

## **SJSU Writing Center**

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the [Writing Center website](http://www.sjsu.edu/writingcenter) at <http://www.sjsu.edu/writingcenter>. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)



### **SJSU Counseling and Psychological Services**

The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Carlos in the new Student Wellness Center, Room 300B. Professional psychologists, social workers, and counselors are available to provide confidential consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit [Counseling and Psychological Services website](http://www.sjsu.edu/counseling) at <http://www.sjsu.edu/counseling>.

### **Project Assignments and Calendars**

Individual project parameters will be presented in class and posted on the course website:  
<http://www.sjsu.edu/people/joe.miller/courses/>