

**San José State University**  
**Department of Design**  
**DSGD 141 3-D Branding and Promotion Design**  
**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>	TTH 8:30am–11:20am
<b>Classroom:</b>	Industrial Studies 226
<b>Prerequisites:</b>	Pass BFA Portfolio Review, DSGD 105 and DSGD 186
<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**

Experimental problems and themes exploring theories, strategies, and methodologies in 3D branding and promotion design such as marketing communication tools, packaging and P.O.P design, emphasizing innovative expression. Projects also examine contextual and conceptual prototyping for point of purchase display.

**Course Learning Outcomes (CLO)**

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

CLO 1 – Understand theories, strategies, and methodologies in multi-dimensional branding and Promotion;

CLO 2 – Create a design project from idea through to final design in a highly refined manner during all phases of the project;

CLO 3 – Demonstrate systematic thinking through of complex problems and systems and apply industry standards of sustainability, user research, and manufacturing process to a project;

CLO 4 – Demonstrate advanced problem solving skills and tools, engage in active learning in the classroom, and apply lessons learned to the project. Participation is key to active learning and students will understand the methods associated with active learning in a creative environment;

CLO 5 – Evaluate appropriate aesthetics and brand and apply to the entire design project;

CLO 6 – Use design awareness, knowledge and intent, both in their own work and when discussing the work of

others in informal classroom discussions as well as formal critiques at the end of each project. This should be demonstrated in their ability to actively discuss, critique, and engage in professional review of their work and that of their peers work;

CLO 7 – Learn how to present and discuss intermediate and final projects individually and in design teams;

CLO 8 – Cooperatively work in a team to prepare, organize and execute project goals.

### **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 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.

### **Equipment / Material Requirements**

- Wireless laptop computer with appropriate software (Adobe Creative Cloud)
- 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 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.

## **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](#) at <http://www.sjsu.edu/at/asc/> located on the 1st floor of Clark Hall

[Academic Technology Computer Center](#) at <http://www.sjsu.edu/at/hd/> on the 1st floor of Clark Hall

[Associated Students Computer Services Center](#) at <http://as.sjsu.edu/ascs/> on the 2nd floor of the Student Union

[Student Computing Services](#) at <http://library.sjsu.edu/student-computing-services/student-computing-services-center>

[Computers at the Martin Luther King Library](#) for public at large at <http://library.sjsu.edu/reserve-studymeeeting-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](#) 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](#) 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/>