San José State University  
Department of Design  
DSGD 104 Introduction to Graphic Design  
Sections 02 and 06  
Spring 2014

Instructor: Joe Miller, Lecturer, Graphic Design

Office Location: San José State University, Art Building 327

Telephone: Office phone not operating, use email

Email: joe.miller@sjsu.edu

Office Hours: Drop-in: Tues 11:00 am – 12:00pm

Class Days/Time:  
Section 02: Tues/Thurs 12:00 pm – 2:50 pm  
Section 06: Tues/Thurs 6:00 pm – 8:50 pm

Classroom:  
Section 02: ART 212  
Section 06: ART 216

Prerequisites:  
DSGD 63 (or ART 12 or 13), Art 24, DSGD 83, DSGD 100,  
(industrial design majors may substitute DSID 022 for DSGD 083)

Course Fees: $45

This course is 3 semester units and graded.

Faculty Web Page and MYSJSU Messaging  
Course materials such as the syllabus, major assignments, 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  
Familiarization with form and message development. Emphasis on visual concepts and  
fundamental design theory. Course is repeatable for a total of 6 units.

The course also promotes the critical examination of ideas, two-dimensional spaces, and  
three-dimensional structures, including the relationship between some production  
methods and materials.
Student Learning Objectives
This is a studio-intensive course where projects will address the graphic design program
Student Learning Objectives.

Critiques, work-in-progress discussions, and assigned project reviews form the basis for this class. You will be encouraged to develop evaluative skills, and articulate them in the critique format. You will also be challenged to determine goals and to make observations and decisions that result in concise, informative, and engaging visual statements.

Course Content Learning Outcomes
Upon successful completion of this course, students will be able to:

LO 1 – identify, and utilize the design elements for effective visual compositions
LO 2 – identify, and utilize the interrelated design theories on how to build and work with the elements for effective compositions
LO 3 – apply the attributes of communication design and develop effective design methodology and process for solving visual problems
LO 4 – apply design theories and concepts when working with design elements and attributes into visible ideas
LO 5 - arrange and compose information to make compelling and experimental visual expressions for presentation

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

Strongly Recommended Texts/Readings
ISBN: 1568985819

ISBN: 3721200063

ISBN: 0470163755

Additional recommended reading is included in the project description document.

Library Resources (liaison):
The San Jose State University Library has specialized support for Design online at http://libguides.sjsu.edu/design or by appointment with Librarian Rebecca Feind: rebecca.feind@sjsu.edu or 408-808-2007.
Materials Requirements

- Wireless laptop computer with software (Adobe Creative Suite)
- Appropriate type fonts (Helvetica type family required as in project description)
- Always have your working digital files, and research and reference materials
- Reliable data backup
- Wireless network access: www.sjsu.edu/sjsuone/
- Digital color printer (capable of 13x19 output if practical)
- Drawing implements and papers as in project description
- Pencil, kneaded eraser, ruler
- Black, gray, and color markers, extra fine to wide
- 9x12 marker pads and tracing pads
- Clear push pins
- Metal non-slip cutting rule (Schaedler precision rules also recommended)
- 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)

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 and includes 50 Black and White (8.5 x 11) or (11 x 17) and 30 color (8.5 x 11) or (11 x 17) prints.

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 1.5 to 2 hours of homework for each hour of class.

**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](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/academics/](http://www.sjsu.edu/academics/). The Late Drop Policy is available at [http://www.sjsu.edu/aars/policies/latedrops/policy/](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/](http://www.sjsu.edu/advising/).

**Grading Policies**

The project and course performance will be evaluated according to the following components

Each project (4 or more) 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. Bases for the grading are:

**Problem solving skills - LO 1–4**
Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.

**Formgiving skills - LO 1, 2, and 3**
Design exploration, development, and refinement. The synthesis of the elements, principles, and attributes of form into an effective, evocative product. The verbal/visual investigation of form and function.

**Presentation skills - LO 4 and 5**
The skill, dexterity, and attention to detail exhibited in presentation. The quality of line and form necessary for effective visual communication.

**Participation and Preparation - LO 4 and 5**
Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

Project grades will be weighted according to the following percentages:

<table>
<thead>
<tr>
<th>Project</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Project 1</td>
<td>20%</td>
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<tr>
<td>Project 2</td>
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<td>Project</td>
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**Participation Effect on Grading**

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. 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 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
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.

Deadlines
Intermediate and final project due dates will be provided with project documentation. Any changes to due dates will be announced at least one class meeting in advance. 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 opportunities for extra credit projects 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, 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.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.

**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/](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/](http://www.sjsu.edu/writingcenter/)

- **Peer Mentor Center**
  [http://peerconnections.sjsu.edu](http://peerconnections.sjsu.edu)

**Campus Emergency Numbers**
Police: 911
Escort Service: 4-2222