

DsGD 104 Sec 3
Introduction to Graphic Design

Spring 2022, Tue & Thur 8:00 AM - 10:50 AM
Online (until Feb 10), Art Building 212 (after Feb 14)

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Office hours: Mon & Wed
12pm-1pm (sign up required)
<https://calendly.com/yoonchunghan>
Office Hours are conducted via Zoom

Prerequisites DsGD 100, DsGD 99

Faculty Web Page and MYSJSU Messaging Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System course login website at <http://sjsu.instructure.com>. You are responsible for regularly checking with my emails and/or the messaging system through MySJSU at <http://my.sjsu.edu> to learn of any updates.

Course Description Familiarization to 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.

Critiques, work-in-progress discussions, and assigned project reviews form the basis for group discussions within 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 Goals You will develop fundamental proficiency in two-dimensional strategy and methodologies for visual communication. The course also promotes the critical examination and development of basic principles, attributes, and elements of design. You will also be encouraged to develop evaluative skills, and articulate them in the critique format. The course conceives of “visual vocabulary” as a set of tools to be mastered and utilized for a wide variety of design applications.

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

- CLO 1 identify design elements and techniques used in visual compositions;
- CLO 2 use interrelated design principles to build and work with design elements;
- CLO 3 apply design theories as a foundation for the design decisions you make;
- CLO 4 arrange and compose information to make compelling and effective visual messages;
- CLO 5 demonstrate care and attention to detail while crafting prototypes and final design outcomes;
- CLO 6 develop an effective design process for solving visual problems, which will allow

expressions for presentation.

- CLO 7 engage in thoughtful discussion, critique, and debate about visual communication;
- CLO 8 think critically about the relationship between form and content, methods and tools;
- CLO 9 use the library, the internet, and other research methods (observational, experiential) to search for information relevant to your topic, and to support your design outcomes.

Recommended Texts/Readings No book purchase is required for this class. Required readings and/or viewings will be provided to you as links or PDFs.

- Graphic Design Manual, Principles and Practice, Armin Hofmann / Van Nostrand Reinhold, ISBN 10: 0442111118 / 0-442-11111-8
- Designing with type, The Essential Guide to Typography, James Craig, 2006, ISBN-10: 0823014134
- Visual Grammar, Christian Leborg, 2006, 2013, ISBN-10: 9781568985817
- Visual Intelligence: How We Create What We See, Donald D. Hoffman, 2000, ISBN-13: 978-0393319675
- Design Elements: Form & Space, A Graphic Style Manual for Understanding Structure and Design, Puhalla, Dennis M., Quayside Pub Group, USA. ISBN-10: 1592537006
- Typography, Emil Ruder. Hastings House, ISBN: 3721200438
- The Fundamentals of Graphic Design, Gavin Ambrose, Paul Harris, AVA Publishing CO. LTD., USA. ISBN: 2940373825
- My Way to Typography, Wolfgang Weingart, Lars Müller Publishers, 2000, ISBN 978-3907044865
- The Language of Graphic Design, An Illustrated Handbook for Understanding, Fundamental Design Principles, Richard Poulin, Rockport Publishers, USA. ISBN-13: 978-1631596179

- Required Materials**
- Wireless laptop computer with software (Adobe Creative Suite) and type fonts.
 - Appropriate type fonts
 - Always have your working digital files, and research and reference materials
 - Reliable data backup
 - Wireless network access: <https://sjsuone.sjsu.edu/>
 - ink-jet printer (11 x 17 recommended)
 - Drawing implements and papers, pencils, felt-tip markers (basic set)
 - 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)

Required Software Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere, After Effects), Audacity and other Movie making software, if necessary.

Expenses (Not course fees) The cost for semester supplies and materials will vary according to the individual: whether you choose to buy books, whether you purchase used books, what you already have, how quickly you run through paper/ink, how resourceful you are, etc. Please budget \$200 to account for the material & supplies (listed above) and printing expenses.

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 on-line at <http://libguides.sjsu.edu/design> or by appointment with Librarian Teresa Slobuski. She may be contacted at teresa.slobuski@sjsu.edu or 808-2318.

Administrative Policies This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this course, so 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 regulations laid out below.

Classroom Protocol This course will have both lectures and labs. Group critiques for assignments, in-progress and finished projects are critical. Few assignments will be finished within class time, but the majority of students' individual project work must occur outside of class.

Please NO email, text messaging, mobile devices, Facebook-ing, iTunes-playing, YouTube-watching, eating, personal talking during critiques, spray adhesives in the building or other extraneous activities during class. Please turn phones completely off (not just to "vibrate" or "silent") when you enter the classroom. Exceptions can be made if your project somehow incorporates one of the services or devices above. (For example, if you design a mobile application that needs to be tested on your mobile, you will need to access those services during class.)

Plagiarism Plagiarism and other violations of SJSU academic policy will result in a falling grade for the course and disciplinary action with the university. No stock photography is allowed in its original state. Just as students would credit original sources of written or visual work, students must cite all sources, such as the website or institution from original data file or the authors of software tools or code incorporated into their own project.

Attendance Attendance in this class is obligatory. Students will be counted as late if they appear in class more than fifteen minutes late. Early departure without prior permission will be regarded to the same to late arrivals. Two such late arrivals / early departures will count as one unexcused absence.

However, if students will be absent for any reasons (e.g. medical issue, family emergency, etc.) they must inform Prof. Han with a reasonable explanation by e-mail at least two days before the class meeting. It is expected that students obtain any materials or assignments missed due to absence.

Assignments It is expected that there will be 1.5 to 2 hours of homework for each hour of class. Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus. **Projects cannot be re-done for re-evaluation.**

Deadlines During the semester **5 deadlines** are scheduled. No extensions will be given except in cases of documented emergencies, 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 day late. *Late submission for most of the assignments will be accepted until one week after its due date, but NOT be accepted after the one week from the deadline.* In such cases, a grade of zero credit will be entered.

SJSU BFA Portfolio Reviews All students who wish to pursue the BFA in Graphic Design are required to participate in an end-of-semester portfolio review at the conclusion of DSGD-100 and DSGD-104. Because the Professional Graphic Design (BFA) Program is highly demanding, it is necessary that each student who plans to enter the program submit a portfolio for faculty review. The portfolio review is an advising and admission procedure to assure that students are prepared for advanced classes. The work from this class (DSGD-104) and your work from DSGD-100 is the basis for your portfolio.

Note: students who have earned 90 units or more may not change majors except by special permission. Any request for change of major may be denied for students whose time remaining to complete the requirements for a degree would significantly increase.

Data Management All of students work for this course will be stored in digital form, so it is critical to manage their files carefully. "My hard drive crashed" is not a valid reason for failing to submit work on time. Students should back up all of their digital files frequently. I recommend either using an online service (e.g., Dropbox, Google Drive, Cloud) or investing in an external hard drive or automated backup software (like Time Machine). Do not rely on your laptop, a single hard disk or flash drive for your backups.

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 <https://catalog.sjsu.edu/>. Add/drop deadlines can be found on the current academic calendar web page located at <http://www.sjsu.edu/academics/>. The Late Drop Policy is available at: <http://www.sjsu.edu/aars/policies/>. 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. All work is evaluated on how well it demonstrates an understanding of the material, its originality, and aesthetic qualities. All assignments must be uploaded to the class website and submitted in a hard copy before the beginning of class on its due date.

Grading Scale and Weights	A	Successful fulfillment of the project's communication goals, superlative process documentation, and an original, attractive and cohesive visual aesthetic. Project planning, design, and execution performed at the highest level.
	B	Successful fulfillment of the project's communication goals, excellent process documentation, and a cohesive visual aesthetic. Project planning, design, and execution performed at an above average level.
	C	Successful fulfillment of the project's communication goals, and adequate process documentation. Project planning, design, and execution performed at an average level.
	D	Did not fulfill the project's communication goals, and/or process documentation was absent or inadequate. Project planning, design, and execution performed was below average.
	F	Did not fulfill the project's communication goals, and process documentation was inadequate. Does not meet the minimum requirements for the course.

Standard for letter grades

A 100% to 94%
A- < 94% to 90%
B+ < 90% to 87%
B < 87% to 84%
B- < 84% to 80%
C+ < 80% to 77%
C < 77% to 74%
C- < 74% to 70%
D+ < 70% to 67%
D < 67% to 64%
D- < 64% to 61%
F < 61% to 0%

+/- (plus and minus) grades will be used in this course.

Each project (5 total) will be graded upon completion on a score of 0-20. The total scores are 0-100 points. Detailed descriptions of each project will be distributed in class. The total points earned throughout the semester will be changed to letter grade (A through F) based on the regular grading scale system on the left. Projects will be graded in the areas of problem solving, formgiving skills, and participation and preparation.

Problem solving skills : Concept development - CLO 1, 2, 3

Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.

Formgiving skills : Visual solution, visualization skills - CLO 4, 5, 6

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.

Participation and Preparation : In-class procedure and engagement - CLO 7, 8, 9

Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

The semester grade will be weighted according to the following percentages:

Project 1 - 22%

Project 2 - 22%

Project 3 - 22%

Project 4 - 22%

Project Archive - 12%

Important Notes about Grading All assignments 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 a portion of these projects can lower your course grade substantially.

Extra Credit Out of general fairness to all students, there will be no opportunities for extra credit assignments given in this class.

Class Website <https://sjsu.instructure.com/courses/1474256>

Course printing allowance Students may access the graphic design program's in-house printing facility during the class session's open lab hours, all users must respect the print lab policy's, including wireless printing procedures; the printing allowance includes course-related materials only, 50 Black and White (8.5 x 11) or (11 x 17) and 30 color (8.5 x 11) or (11 x 17) prints. (this allowance may be updated later)

Zoom Classroom Etiquette

- Turn on the video/microphone features on ZOOM when checking attendance.
- Mute Your Microphone: To help keep background noise to a minimum, make sure you mute your microphone when you are not speaking.
- Be Mindful of Background Noise and Distractions: Find a quiet place to "attend" class, to the greatest extent possible.
- Avoid video setups where people may be walking behind you, people talking/making noise, etc.
- Avoid activities that could create additional noise, such as shuffling papers, listening to music in the background, etc.
- Position Your Camera Properly: Be sure your webcam is in a stable position and focused at eye level.
- Limit Your Distractions/Avoid Multitasking: You can make it easier to focus on the meeting by turning off notifications, closing or minimizing running apps, and putting your smartphone away (unless you are using it to access Zoom).
- Use Appropriate Virtual Backgrounds: If using a virtual background, it should be appropriate and professional and should NOT suggest or include content that is objectively offensive or demeaning.

Technology Requirements Students are required to have an electronic device (laptop, desktop or tablet) with a camera and built-in microphone. SJSU has a free [equipment loan](#) program available for students. Students are responsible for ensuring that they have access to reliable Wi-Fi during tests. If students are unable to have reliable Wi-Fi, they must inform the instructor,

as soon as possible or at the latest one week before the test date to determine an alternative. See [Learn Anywhere](#) website for current Wi-Fi options on campus.

Recording Zoom Classes This course or portions of this course (i.e., lectures, discussions, student presentations) will be recorded for instructional or educational purposes. The recordings will only be shared with students enrolled in the class through Canvas. The recordings will be deleted at the end of the semester. If, however, you would prefer to remain anonymous during these recordings, then please speak with the instructor about possible accommodations (e.g., temporarily turning off identifying information from the Zoom session, including student name and picture, prior to recording).

Students are not allowed to record without instructor permission. Students are prohibited from recording class activities (including class lectures, office hours, advising sessions, etc.), distributing class recordings, or posting class recordings. Materials created by the instructor for the course (syllabi, lectures and lecture notes, presentations, etc.) are copyrighted by the instructor. This university policy ([S12-7](#)) is in place to protect the privacy of students in the course, as well as to maintain academic integrity through reducing the instances of cheating. Students who record, distribute, or post these materials will be referred to the Student Conduct and Ethical Development office. Unauthorized recording may violate university and state law. It is the responsibility of students that require special accommodations or assistive technology due to a disability to notify the instructor.

Mask Requirement **The indoor mask mandate remains in effect. Students must wear a three-layer surgical mask under a cloth or other mask in classroom.** Surgical masks are provided in multiple locations across campus. For anyone who wishes to use KN95 masks, a small supply can be [requested using the COVID-19 safety supplies form](#).

Students with medical conditions associated with higher risk for severe COVID-19 illness who are financially unable to obtain N95/KN95, should contact the Accessible Education Center.

Student should not be able to eat or drink during class.
Students should keep the physical distancing in the classroom.

Campus Health and Safety Requirements and Resources

- Campus COVID-19 resources: <https://www.sjsu.edu/healthadvisories/resources/campus-resources/index.php>
- Schedule an on-campus COVID-19 testing: <https://www.sjsu.edu/medical/services/covid-testing.php>
- Vaccination verification process and policy: <https://www.sjsu.edu/healthadvisories/vaccination.php>
- For students who need academic or personal support to Spartan Support Network: <https://www.sjsu.edu/peerconnections/programs/support-network.php>

University Policies

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:

- Associated Students Print & Technology Center at <http://as.sjsu.edu/asptc/index.jsp> on the Student Union (East Wing 2nd floor Suite 2600)
- The Spartan Floor at the King Library at <http://library.sjsu.edu/about/spartan-floor>
- 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 <https://www.sjpl.org/wireless>
- Additional computer labs may be available in your department/college

A wide variety of audio-visual equipment is available for student checkout from Collaboration & Academic Technology Services located in IRC Building. 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 at <http://www.sjsu.edu/counseling>

Campus Emergency and Other Aid

Emergency call: Call to the police office at 911 or pick up a Blue light phones. Escort Service: 4-2222. "Individuals with disabilities may contact the Disability Resource center on campus, 924-6000, Administration building 110, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape, and accommodations for physical.

Course Schedule The schedule below is tentative. Always check the class website for the current schedule. Also note that each project includes many interim milestones, due dates for which will be announced in class (and posted on the website).

Week 1	Thu	1/27	Course introduction, Project 1 introduction
Week 2	Tue	2/1	Project 1 - work in class: with posting of group research maps
	Thu	2/3	Project 1 - work in class: with posting of individual content map
Week 3	Tue	2/8	Project 1 - roughs for content map: at least 2 half-size options
	Thu	2/10	Project 1 - work in class: with posting of at least 3 options
Week 4	Tue	2/15	Due: Project 1 (Final) - completed content map
	Thu	2/17	Project 2 - roughs and sketches: at least 3 options
Week 5	Tue	2/22	Project 2 - roughs for social media campaign
	Thu	2/24	Project 2 - individual consultations
Week 6	Tue	3/1	Project 2 - work in class: with posting of aspect/case study
	Thu	3/3	Project 2 - work in class: with posting of aspect/case study
Week 7	Tue	3/8	Due: Project 2 (Final) - Social Media Campaign
	Thu	3/10	Project 3 - roughs and sketches
Week 8	Tue	3/15	Project 3 - work in class
	Thu	3/17	Project 3 - individual consultations
Week 9	Tue	3/22	Project 3 - work-in-progress 1
	Thu	3/24	Project 3 - individual consultations
Spring Break		3/29-3/31	Spring Break (NO CLASS)
Week 10	Thu	4/5	Project 3 - work-in-progress 2
	Tue	4/7	Project 3 - individual consultations
Week 11	Tue	4/12	Due: Project 3 (Final) - completed brochure , start project 4
	Thu	4/14	Project 4 - roughs and sketches on storyboard
Week 12	Tue	4/19	Project 4 - roughs: at least 2 story board options
	Thu	4/21	Project 4 - work in class with after effect and photoshop demo
Week 13	Tue	4/26	Project 5 - work-in-progress 1 and finished storyboard
	Thu	4/28	Project 4 - work in class: refined version
Week 14	Tue	5/3	Project 5 - work-in-progress 2 and group discussion
	Thu	5/5	Project 5 - work in class: refined version
Week 15	Tue	5/10	Project 5 - work-in-progress 3 and individual consultation
	Thu	5/12	Due: Project 4 (Final) - completed animated graphic
Week 16	Tue	5/17	Study/Conference Day (no classes or exams)
	Thu	5/19 or other date	Due: Project Archive (Final)