

San José State University
Department of Design, Graphic Design Program
DsGD 104 Introduction to Graphic Design
Section 05, Spring 2022

Course and Contact Information

Instructor:	Connie Hwang
Office Location:	NA
Email:	connie.hwang@sjsu.edu
Office Hours:	Mon/Wed 11am–12pm (Jan 26–May 16, 2022). Online and by appointment only.
Class Days/Time:	Mon/Wed 12–2:50pm
Prerequisites:	DSGD 99, DSGD 100
Credits:	This class is three semester units and graded.

Computer/Software Requirements

- Wireless laptop computer with software (Adobe Creative Cloud)
- Adobe Typekit “Portfolio Collection” (included with Creative Cloud subscription). (Link to SJSU eCampus website for information about subscribing: <https://www.sjsu.edu/ecampus/software-tools/teaching-tools/video-creative/adobe/students.php>)
- Reliable data backup
- Wireless network access: <http://its.sjsu.edu/services/sjsuone/>

Faculty Web Page and MySJSU Messaging

Course materials such as syllabus, handouts, assignment instructions, etc. will be notified by the instructor. You are responsible for regularly checking with the messaging system through MySJSU on Spartan App Portal <http://one.sjsu.edu> (or other communication system as indicated by the instructor) to learn of any updates.

Course Description

Familiarization to form and message development. Emphasis on visual concepts and fundamental design theory.

This is a studio-intensive course where a series of 4 projects address San José State Graphic Design program learning objectives. (Program learning objectives can be referenced on the department’s website: <https://www.sjsu.edu/design/graphic-design/degrees.php>)

Modes of learning will include: making in & outside of class time (drawing, sketching, photographing, and designing on the computer); short lectures, demonstrations, and presentations; research; individual and group critiques, work-in-progress discussions; homework assignments, and reflective writing. During critique, you will be encouraged—and expected—to develop evaluative positions on work presented in class, and to articulate those positions in group discussions. Your participation in class activities is essential for your learning and growth.

Course Goals

The goal of this course is to contribute to students’ ability to develop an integrated visual system—or in other words—to communicate a design idea across multiple outputs & formats. The goal of this course is to further develop your understanding of the basic objectives, principles, and methods used in graphic design. The projects you’ll be assigned in this class are designed to provide a range of opportunities for creative problem solving within practical constraints.

Course Learning Outcomes (CLO)

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 you to develop, iterate, refine, and ultimately transmit an idea through visual form;
- 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 Readings & Textbooks

Readings & book recommendations will be provided throughout the course.

Other/equipment/material

- Always have your working digital files, and research and reference materials
- Reliable access to a scanner and to laser & inkjet printers
- Reliable access to a high quality digital camera and tripod
- Metal non-slip cutting ruler
- X-acto knife and #11 blades in dispenser/disposal unit
- Portable cutting surface
- Graphic arts adhesive

If you need to buy only a few materials, to supplement what you already have, you can buy them ‘a la carte’ through traditional retail stores, or Amazon. I recommend seeking materials at other nearby stores including [Michaels](#), [Flax](#) (nearest locations in Oakland and San Francisco), or [Arch Art Supplies](#) in San Francisco.

Expenses (Not course fees)

Please know that art and design courses tend to be costly than others because of our use of materials and technology. The cost for the semester’s supplies & materials will vary according to the individual. Please budget \$200 to account for the material & supplies (listed above) and printing expenses.

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/GraphicDesign> or by appointment with Gareth Scott. He may be contacted at gareth.scott@sjsu.edu.

Course Requirements and Assignments

This course will include lectures, group discussions, presentations, and class time allotted for creative work. Participation in discussions, work sessions, and critiques is vital to the success of this class.

The course is comprised of four major projects and a number of other in-class activities. The objectives and parameters of each project will be described in detail during class. It will be your responsibility to take notes and ask questions as necessary until you fully understand the assignment. In addition to the major assignments, several small exercises will also be assigned. These include in-class exercises, readings, quizzes, etc.

This is a three-hour class. We will often take one scheduled 10-minute break halfway through the class period. You are expected to arrive on time and prepared to work for the entire class period. Although in-class work sessions are an integral component of this course, outside work on assignments will be necessary to meet project deadlines. Significant progress is expected between classes. You are responsible for coming to class with the completed assignment and all necessary tools and materials for continuing work on the assignment.

Projects are due at the beginning of each class, which means that your work must be displayed and ready for critique at that time. This may require that you arrive at class in advance so that you are on time. If you are more than 10 minutes late for class, you will be counted as tardy and it is possible that we may not critique your work.

Grading Information

The project and course performance will be evaluated according to the following components: Each project will be graded upon completion and assigned a letter grade according to the University policy—A through F.

Late assignments are subject to an F unless prior arrangements have been made. An incomplete will be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. On-time presentation of all preliminary roughs and final comps, as well as progress during in-class working sessions, will be noted towards participation and preparation, “on-time” means that work is on the wall or otherwise placed as requested prior to the start of any critique or presentation. Bases for the grading are noted below:

Iteration/Experimentation CLO 9

Exhibiting distinct approaches, perspectives, and/or uses of material in preliminary iterations. Testing a surprising variety of approaches during the initial stages of exercises and projects.

Concept Development/Critical Thinking CLO 4, 5

Responding creatively to, and meeting, the constraints of the project. Discovering and leveraging creative opportunities arising from form, content, methods, and tools. Demonstrating the integration of research, analysis, iteration/drafting/sketching, and practice making.

Form-giving Skill CLO 1, 2, 3

Synthesizing design elements, principles, and attributes into effective and evocative messages. Demonstrating the quality necessary for effective visual communication.

Craft/Presentation CLO 5

Exhibiting skill, sensitivity, dexterity, and attention to detail in design outcomes and their presentation.

Participation/ Preparation CLO 7

Engaging in class activities and critiques. Showing initiative and commitment. Progressing steadily between classes, and arriving to class prepared to participate.

Typographic and Visual Literacy CLO 4, 5, 6, 7, 8

Understanding and manipulating the meaning of visual communication, through the use of images, design elements, typographic elements, and visual hierarchies. Using design and typographic terminology to speak effectively about design.

Grade Distribution

Project grades will be weighted according to the following percentages:

Project 1: Content Map	20%
Project 2: Social Media Campaign	20%
Project 3: Brochure	20%
Project 4: Animated Graphic	20%
Final Presentation + Revisions	20%

Grading Scale

For each major assignment you will be given a written grade sheet evaluating your performance in each of the categories above. Letter grades are assigned according to the following scale:

Grade	Points	Description
A plus	1000 to 970	Exceptional work, equal to that of a professional designer.
A	969 to 940	Excellent and inspired work. Exemplary attitude.
A minus	939 to 900	Excellent work and attitude.
B plus	899 to 870	Exceeded the requirements of the assignment. Very good work.
B	869 to 840	Met or exceeded the requirements of the assignment. Good work.
B minus	839 to 800	Met the requirements of the assignment. Better than average work.

C plus	799 to 770	Met the requirements of the assignment. Average work.
C	769 to 740	Satisfactorily met the minimum requirements of the assignment. Acceptable work.
C minus	739 to 700	Met the minimum requirements of the assignment. Below average work.
D plus	699 to 670	Failed to meet requirements. Below average. Poor work and/or effort.
D	699 to 512	Failed to meet requirements of the assignment. Poor work and/or effort.
D minus	639 to 600	Failed to meet all requirements of the assignment. Poor work and/or effort.
F	599 or lower	Unacceptable.

Assignment Submission

Specific submission requirements will vary depending on the assignment. Specifics for each submission will be described in class. At each due date of the assignments, students are required to submit the assignment with a high-res file of the final assignment. All files must be clearly labeled as DsGD104_Project#_FirstName_LastName.format. For example, DsGD104_Project1_John_Smith.pdf.

Revisions

Revisions and refinements are an important component of design—and learning in general. While all projects will have separate Due Dates and Letter Grades throughout the semester, all work will also need to be revised and refined at the end of the semester. The revisions and final presentation will account for approximately 20% of the grade for each project.

Deadlines

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

Late Assignments

Late assignments are subject to an F unless prior arrangements have been made. An incomplete will be granted to students with documented extenuating long-term circumstances e.g. debilitating illness, family emergency etc. On-time presentation of all preliminary roughs and final comps, as well as progress during in-class working sessions, will be noted towards participation and preparation.

Extra Credit

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

Classroom Protocol

This course is an essential component of your curriculum at SJSU. In order to professionally and effectively deliver the curriculum and generate work we can all be proud of, 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.

- In case of an absence, you are responsible to stay on track with deadlines, assignments and anything you may have missed in class;
- Take every step necessary to minimize distractions during class. Socializing during lectures or when other students are is counterproductive and inconsiderate. Be respectful towards your classmates;
- You are expected to arrive on time and to remain in class until the class is over or excused – late arrivals and/or early departures will be always noted. If you have a prior engagement that requires you leave before the end of class, please inform me before class ends ensure you do not disturb other students when you leave.;
- Announcements, handouts, lectures and assignments are normally 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;
- In class laptops are to be used for course related purposes only. 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, surf the web, pop into Facebook, Twitter, Instagram, TikTok etc.;
- Please do not work on assignments from other classes during our class time;
- Please do not eat or drink during class and/or in the hallway;
- It is expected that there will be 4+ hours of homework for each hour of class.

A Note about Email

While I look forward to getting to know each of you over the course of the semester, it's important for you to remember to regard your communication with me as professional communication. Here are some guidelines for professional email:

- Please address me by name. ("Hi/Hello Connie," or "Dear Connie" are both great ways to address me. "Connie!" or "Sup C" or just jumping straight into your request without a salutation are not.)
- Please include a relevant subject in the subject line.
- I will do my best to respond to your email within 48 hours. If an email is incredibly time sensitive, indicate so in the subject line and I will do my best to respond sooner.
- I do not respond to emails over the weekend. If you email me over the weekend, I will see it on Monday morning.
- If your email takes more than 10 minutes to answer, I may ask that you come visit me during my office hours (online only), between 11am–12pm on Mondays and Wednesdays.
- Try to limit your use of casual web parlance, including communicating using emoji or gifs.

A Note about Plagiarism and Appropriation in Art & Design

A valid way to learn is to take something apart, and put it back together to figure out how it works. But with that in mind, it's important to pay attention to times your work might be too close to your inspiration. If you present something as your own without citing the inspiration, or source, it could be considered plagiarism. Integrating what you see, what you like, and what inspires you, makes all the difference between inspiration, re-mix, appropriation, plagiarism, copying and stealing.

When you see something that inspires you, a good practice is to try to understand why it looks the way it does. What constraints was the designer working with? What kind of problem was the design responding to? What was the context? What did the design communicate, and who was it communicating to? The more we understand other designers' processes, the more their work can help us generate ideas that fit the unique constraints of our own project. It's highly unlikely that your project is exactly the same as someone else's, and it's even more unlikely that you share the same values, interests, and skills as them, and that should be reflected in your work.

Referencing another person's work might make sense if it aligns with your concept (parody, homage, etc.). If you're not sure, it's best to check with me to see how to properly cite the work you're inspired by, and how best you can make your work truly your own. If you notice heavy appropriation, let's talk about it. If you're not comfortable addressing your classmate directly, please speak with me, or with another graphic design faculty member so that we can check in with that student.

University Policies & Resources

Per University Policy S16-9 (<https://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording class, etc. is available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](#).

University Policy S12-7 (<https://www.sjsu.edu/senate/docs/S12-7.pdf>) requires consent from all individuals who will appear in a class recording.

Academic Integrity

Your commitment to learning is evidenced by your enrollment at San José State University. The University Academic Integrity Policy F15-7 requires you to be honest in all your academic coursework. 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: <http://www.sjsu.edu/studentconduct/>.

DsGD 104 Introduction to Graphic Design, Course Schedule

All dates are subject to change with notice given at a prior meeting.

General Class Routine:

- 12–12:10pm—Review agenda
- 12:10–1pm—Discuss work and project progress
- 1–1:30pm—Lecture or discussion
- 1:30–2pm—Break
- 2–2:40pm—In-Class Activity
- 2:40–2:50pm—Q & A

Week	Date	Topics, Readings, Assignments, Deadlines
1 W	01/26	Project 1 intro
2 M	01/31	Group review
2 W	02/02	Small group review / Work in class
3 M	02/07	Group review
3 W	02/09	Individual review
4 M	02/14	Project 1 due
4 W	02/16	Project 2 intro / Work in class
5 M	02/21	Group review
5 W	02/23	Small group review / Work in class
6 M	02/28	Group review
6 W	03/02	Individual review
7 M	03/07	Project 2 due
7 W	03/09	Project 3 intro / Work in class
8 M	03/14	Group review
8 W	03/16	Small group review / Work in class
9 M	03/21	Group review
9 W	03/23	No class / Work on your own
10 M	03/28	Spring break / No Class
10 W	03/30	Spring break / No Class
11 M	04/04	Group review
11 W	04/06	Individual review
12 M	04/11	Project 3 due
12 W	04/13	Project 4 intro / Work in class
13 M	04/18	Group review
13 W	04/20	Small group review / Work in class
14 M	04/25	Group review
14 W	04/27	Small group review / Work in class
15 M	05/02	Group review
15 W	05/04	Small group review / Work in class
16 M	05/09	Individual review
16 W	05/11	Individual review
17 M	05/16	Final presentation / All projects due

Note: DsGD 104 BFA GD portfolio submission date (TK). Submission guideline will be discussed during class.