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 rule
— 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:

<table>
<thead>
<tr>
<th>Project 1: Content Map</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 2: Social Media Campaign</td>
<td>20%</td>
</tr>
<tr>
<td>Project 3: Brochure</td>
<td>20%</td>
</tr>
<tr>
<td>Project 4: Animated Graphic</td>
<td>20%</td>
</tr>
<tr>
<td>Final Presentation + Revisions</td>
<td>20%</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A plus</td>
<td>1000 to 970</td>
<td>Exceptional work, equal to that of a professional designer.</td>
</tr>
<tr>
<td>A</td>
<td>969 to 940</td>
<td>Excellent and inspired work. Exemplary attitude.</td>
</tr>
<tr>
<td>A minus</td>
<td>939 to 900</td>
<td>Excellent work and attitude.</td>
</tr>
<tr>
<td>B plus</td>
<td>899 to 870</td>
<td>Exceeded the requirements of the assignment. Very good work.</td>
</tr>
<tr>
<td>B</td>
<td>869 to 840</td>
<td>Met or exceeded the requirements of the assignment. Good work.</td>
</tr>
<tr>
<td>B minus</td>
<td>839 to 800</td>
<td>Met the requirements of the assignment. Better than average work.</td>
</tr>
</tbody>
</table>
Intrduction to 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 your phone, tablet, or other devices near you as working sessions, will be noted towards participation and preparation.

Socializing during lectures or when other students are working sessions, will be noted towards participation and preparation.

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

Introduction to Graphic Design, DsgD 104, Spring 2022
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 W</td>
<td>01/26</td>
<td><strong>Project 1 intro</strong></td>
</tr>
<tr>
<td>2 M</td>
<td>01/31</td>
<td>Group review</td>
</tr>
<tr>
<td>2 W</td>
<td>02/02</td>
<td>Small group review / Work in class</td>
</tr>
<tr>
<td>3 M</td>
<td>02/07</td>
<td>Group review</td>
</tr>
<tr>
<td>3 W</td>
<td>02/09</td>
<td>Individual review</td>
</tr>
<tr>
<td>4 M</td>
<td>02/14</td>
<td>Project 1 due</td>
</tr>
<tr>
<td>4 W</td>
<td>02/16</td>
<td><strong>Project 2 intro</strong> / Work in class</td>
</tr>
<tr>
<td>5 M</td>
<td>02/21</td>
<td>Group review</td>
</tr>
<tr>
<td>5 W</td>
<td>02/23</td>
<td>Small group review / Work in class</td>
</tr>
<tr>
<td>6 M</td>
<td>02/28</td>
<td>Group review</td>
</tr>
<tr>
<td>6 W</td>
<td>03/02</td>
<td>Individual review</td>
</tr>
<tr>
<td>7 M</td>
<td>03/07</td>
<td>Project 2 due</td>
</tr>
<tr>
<td>7 W</td>
<td>03/09</td>
<td><strong>Project 3 intro</strong> / Work in class</td>
</tr>
<tr>
<td>8 M</td>
<td>03/14</td>
<td>Group review</td>
</tr>
<tr>
<td>8 W</td>
<td>03/16</td>
<td>Small group review / Work in class</td>
</tr>
<tr>
<td>9 M</td>
<td>03/21</td>
<td>Group review</td>
</tr>
<tr>
<td>9 W</td>
<td>03/23</td>
<td>No class / Work on your own</td>
</tr>
<tr>
<td>10 M</td>
<td>03/28</td>
<td>Spring break / No Class</td>
</tr>
<tr>
<td>10 W</td>
<td>03/30</td>
<td>Spring break / No Class</td>
</tr>
<tr>
<td>11 M</td>
<td>04/04</td>
<td>Group review</td>
</tr>
<tr>
<td>11 W</td>
<td>04/06</td>
<td>Individual review</td>
</tr>
<tr>
<td>12 M</td>
<td>04/11</td>
<td>Project 3 due</td>
</tr>
<tr>
<td>12 W</td>
<td>04/13</td>
<td><strong>Project 4 intro</strong> / Work in class</td>
</tr>
<tr>
<td>13 M</td>
<td>04/18</td>
<td>Group review</td>
</tr>
<tr>
<td>13 W</td>
<td>04/20</td>
<td>Small group review / Work in class</td>
</tr>
<tr>
<td>14 M</td>
<td>04/25</td>
<td>Group review</td>
</tr>
<tr>
<td>14 W</td>
<td>04/27</td>
<td>Small group review / Work in class</td>
</tr>
<tr>
<td>15 M</td>
<td>05/02</td>
<td>Group review</td>
</tr>
<tr>
<td>15 W</td>
<td>05/04</td>
<td>Small group review / Work in class</td>
</tr>
<tr>
<td>16 M</td>
<td>05/09</td>
<td>Individual review</td>
</tr>
<tr>
<td>16 W</td>
<td>05/11</td>
<td>Individual review</td>
</tr>
<tr>
<td>17 M</td>
<td>05/16</td>
<td><strong>Final presentation</strong> / All projects due</td>
</tr>
</tbody>
</table>

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