

**San José State University**  
**Department of Design,**  
**DsGD 104, Introduction to Graphic Design**  
**Section 06, Spring 2022**

**Course and Contact Information**

<b>Instructor:</b>	Randall Sexton, Professor
<b>Office Location:</b>	On-Line
<b>Telephone:</b>	Email only
<b>Email:</b>	randall.sexton@sjsu.edu
<b>Office Hours:</b>	On-Line Tue/Thur by Appointment, 11:00 a.m.– 12:00 noon.
<b>Class Days/Time:</b>	Tue/Thur 8:00 a.m.– 10:50 a.m.
<b>Classroom:</b>	On-Line, and A216
<b>Prerequisites:</b>	DsGD 100, DsGD 99, Repeatable for credit, Normal Grade Rules

**Course Format**

**Computer/Software Material Requirements**

- Wireless laptop computer with software (Adobe Creative Suite)
- 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/index.php>)
- Reliable data backup
- Wireless network access: <https://one.sjsu.edu>
- Flash drive or external hard drive (Link to Wirecutter article The Best Portable Hard Drive for 2019:  
<https://thewirecutter.com/reviews/best-portable-hard-drive/>)
- ink-jet printer (11 x 17 recommended)
- Always have your working digital files, and research and reference materials
- Drawing implements and papers, pencils, felt-tip markers (basic set)
- Metal non-slip cutting rule (Schaedler precision rules also recommended)
- X-acto knife and #11 blades in dispenser/disposal unit

**Faculty Web Page and MySJSU Messaging**

Copies of the course materials such as the syllabus, major assignments, project handouts, etc. may be found on Canvas: <https://www.sjsu.edu/ecampus/software-tools/teaching-tools/canvas/index.php>  
You are also responsible for regularly checking with the messaging system through <https://one.sjsu.edu>.

**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, time based visual narratives, 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 Learning Outcomes (CLO)

Upon successful completion of this course, you 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.

### Required Texts/Readings:

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

### Recommended Readings

Visual Grammar, Christian Leborg  
ISBN: 1568985819

Graphic Design Manual, Armin Hofmann  
ISBN: 3721200063

Introduction to Two-Dimensional Design: Understanding Form and Function, John Bowers, Wiley  
ISBN: 0470163755

### Library Resources:

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>

## Recommended Readings

Visual Grammar, Christian Leborg  
ISBN: 1568985819

Graphic Design Manual, Armin Hofmann  
ISBN: 3721200063

Introduction to Two-Dimensional Design: Understanding Form and Function, John Bowers, Wiley  
ISBN: 0470163755

## Expenses (this is not a course fee):

The estimated cost for semester course related supplies/materials is \$200 and will vary according to the individual.

## 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.

## Course Requirements and Assignments

This is a studio-intensive course where 4 assigned project, will address the graphic design program Learning Objectives: 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.

“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.”

Please Note: All students seeking the BFA in Graphic Design must participate in an end of the semester portfolio review. Because the Professional Design Program is highly demanding, it is necessary that each student who plans entry at the upper division level, Bachelor of Fine Art Degree, submit a portfolio for faculty review. The portfolio is an advising an admission procedure to assure that students are prepared for advanced classes. The Graphic Design Program requires completion of the following course before submitting portfolios (SJSU courses or equivalents) Art 24, DsGD 63, DsGD 83, DsGD 99, DsGD 100, DsGD104. Please 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, typically 150 total units.

The Graphic Design Program requires completion of the following course before submitting portfolios. (SJSU courses or equivalents) Art 24, DsGD 63, DsGD 83, DsGD 99, DsGD 100, DsGD104.

## Grading Information

*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. Please note; **Participation is included as part of each assignment's grading rubric. Coming to class prepared, making progress between class meetings, and presenting your work on time (including both preliminary rough drafts and prototypes, as well as final outcomes) will be noted towards participation and preparation for each project, this means that your work is prepared and available on your desktop prior to the start of any feedback session.**

The project and course performance will be evaluated according to the following components: Each project (five) 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:

### The bases for grading are:

#### **Iteration/Experimentation** CLO 6

Exhibiting distinct approaches, perspectives, and/or uses of material in preliminary iterations. Testing a surprising variety of approaches and materials

#### **Concept Development / Critical Thinking** CLO 3, 8

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.

#### **Formgiving** CLO 1, 2, 4, 5

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 6, 7

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

Project grades will be weighted according to the following percentages:

Project 1	25%
Project 2	25%
Project 3	25%
Project 4	25%

## Grading Scale

A minus, A, A plus = 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 minus, B, B plus = 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 minus, C, C plus = 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 minus, D, D plus = 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.

Name DsGD 104–07: Project #	D				C				B				A				Value			
	0.0	0.6	0.8	1.0	1.2	1.4	1.6	1.8	2.0	2.2	2.4	2.6	2.8	3.0	3.2	3.4		3.6	3.7	4.0
Iteration/Experimentation																				0.00
Concept Development/Critical Thinking																				0.00
Formgiving																				0.00
Craft/Presentation																				0.00
Participation/Preparation																				0.00
																				0.00

Grade

### 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 one or more of these projects will lower your course grade substantially.

### Deadlines

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 2 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 given in this class.

## Session/Classroom Protocols

This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this semester, 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.

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 requested to observe the following etiquette guidelines:

- Always have in possession your working digital files
- **Students are expected to arrive on time, and to remain in class until the session is over or excused – late arrival and/or early departure(s) will be noted.** If you have a prior engagement that requires you leave before the end of class, please inform the instructor beforehand.
- Announcements, handouts, and assignments are typically issued via Canvas before the beginning of class. It is your responsibility to inform yourself of any announcements or requirements that you miss due to late arrivals. Please do not interrupt the Zoom session to ask about these.
- **No eating or drinking in class, strictly enforced.**

## University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. are available on Office of Graduate and Undergraduate Programs' and Academic Senate website.

<http://www.sjsu.edu/gup/syllabusinfo/>

<https://www.sjsu.edu/senate/university-policies/policies-by-category/policy-grades-registration-fees-schedule.php>

## Campus Emergency Numbers

Police 911

Escort Service 4-2222

## COVID-19 Vaccination Information

<https://www.sjsu.edu/healthadvisories/vaccination.php>

**...masks or face coverings must be worn by everyone while inside campus facilities... strictly enforced.**

## DsGD 104, Introduction to Graphic Design, Spring 2022, Course Schedule

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

	Week	Date	Topics, Readings, Assignments, Deadlines
1	1 Th	01   27	project discussions
2	2 T	02   01	project discussion
3	2 Th	02   03	Individual discussions
4	3 T	02   08	Individual discussions
5	3 Th	02   10	Individual discussions
6	4 T	02   15	Individual discussions
7	4 Th	02   17	Map Completed
8	5 T	02   22	project discussion
9	5 Th	02   24	individual discussions
10	6 T	03   01	reviews, and discussions
11	6 Th	03   03	individual discussions
12	7 T	03   08	reviews, and discussions
13	7 Th	03   10	Individual discussions
14	8 T	03   15	Social Media Campaign Completed
15	8 Th	03   17	project discussion
16	9 T	03   22	reviews, and discussions
17	9 Th	03   24	Individual discussions
18	10 T	03   29	spring recess
19	10 Th	04   31	spring recess
20	11 T	04   05	reviews, and discussions
21	11 Th	04   07	Individual discussions
22	12 T	04   12	Brochure Completed
23	12 Th	04   14	project discussion
24	13 T	04   19	reviews, and discussions
25	13 Th	04   21	Individual discussions
26	14 T	04   26	reviews, and discussions
27	14 Th	04   28	Individual discussions
28	15 T	05   03	reviews, and discussions
29	15 Th	05   05	Individual discussions
30	16 T	05   10	Individual discussions
31	16 Th	05   12	Animated Graphic Completed