

San José State University
College of Humanities and the Arts/Department of Design
DsGD 105, Intermediate Graphic Design, Section 01, Spring 2022

Course and Contact Information

Instructor:	Earl Gee
Office Location:	ART 118
Telephone:	415-543-1192
Email:	mailto:earl.gee@sjsu.edu (please communicate by email, not text)
Office Hours:	Fri 11:00am–12:00pm via Zoom, by appointment in advance only
Class Days/Time:	Tue/Thu 12:00pm–2:50pm
Classroom:	Online
Prerequisites:	Pass BFA Portfolio Review, DsGD 102, DsGD 110

Course Format

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas at <https://sjsu.instructure.com/courses/1476567> or my faculty web page at <http://www.sjsu.edu/people/earl.gee>. You are responsible for regularly checking with the messaging system through MySJSU at <http://my.sjsu.edu> to learn of any updates.

Course Description

Development of concepts combining image/form, message, typography and function with fundamental design theory. Course is repeatable for a total of 6 units. This course will include lectures and discussions, exercises and projects, and presentations and critiques. Your participation in discussions and critiques is vital to the success of the class. Assignments will include researching designed artifacts, reading recommended books/web sites, developing and creating design work, and giving presentations of your work.

This is a studio-intensive course. Individual reviews, small group reviews, and class critiques form the basis of discussions in class. You will be encouraged to develop evaluative skills and articulate them doing critiques. You will be challenged to determine goals and make observations and decisions that result in concise, informative, and engaging visual statements.

Course Learning Outcomes (CLO)

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

- LO 1. Engage in global views and weigh design decisions within the parameters of ecological, socio-economic, and cultural contexts;
- LO 2. Demonstrate all aspects of the design process to identify and explore complex problems and generate creative and innovative solutions that optimize human experiences;
- LO 3. Research analyze, and process information to visualize complex data in a form that is understandable, meaningful, and memorable to audiences;

LO 4. Apply conceptual thinking, design principles, image creation and formgiving to create design solutions which are compelling, unique, and distinctive;

LO 5. Understand the value of their contributions to design, as well as express the contributions of design to contemporary society.

Recommended Texts/Readings

Required readings will be supplied to you as links or PDFs.

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 Librarian Gareth Scott. He may be contacted at gareth.scott@sjsu.edu, 408-808-2094

Computer/Software and Equipment Requirements

- Wireless laptop computer with Adobe Creative Cloud subscription and Adobe Fonts
- Wireless network access: <http://its.sjsu.edu/services/sjsuone/>
- Reliable data backup
- Flash drive and access to Google Drive
- B/W laserprinter (capable of 11" x 17" output)
- Color inkjet printer (capable of 13" x 19" output)
- Digital camera (access)
- Pens, HB pencil, kneaded eraser, drafting tape, 9"w x 12"h tracing pad
- X-Acto knife with #11 blades in dispenser/disposal unit, metal non-slip cutting rule, portable cutting surface
- Important: Always have your working digital files, sketches, research, and reference materials in class

Data Management

It is essential that students back up all of their digital files frequently, and set up and maintain an effective backup and archiving strategy for their work. Operate on the assumption that your hard drive will die—usually when you least expect it. You will not be excused for preventable loss of data. Use an online service (e.g., Dropbox, Google Drive, Cloud, backblaze.com or mozy.com) or invest in an external hard drive (RAID-1 mirrored) or automated backup software (Time Machine). Do not rely on your laptop, a single hard disk, or flash drive for your backups.

Font Licensing

Fonts are creative, intellectual property, and the result of extensive, research, experimentation, and refinement. For type designers, the creation of fonts is their livelihood. Therefore, do not use pirated fonts in this class. Please license all fonts appropriately, and be prepared to show documentation for the fonts used. The majority of fonts needed in this class are available from Adobe Fonts with your Adobe CC subscription. Avoid investing in a font unless you really must do so. If you do purchase a font, carefully research the font and foundry to insure you are purchasing the original—and not an imitation.

Expenses

The estimated cost for the semester's course-related supplies/materials will be approximately \$200, and will vary according to the individual student.

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 policies including wireless printing procedures. For BFA Graphic Design students, the course printing allowance includes course-related materials only: 80 b/w output, 60 color output; up to 11”h x 17”w size. Please keep file sizes small as they print faster.

Course Requirements and Assignments

The instructional methods of this course will include lectures, discussions, assignments, presentations, and critiques. The course is comprised of two major projects with multiple components and multiple milestones. The objectives and parameters of each assignment will be described in detail during class. It is your responsibility to take notes and ask questions until you fully understand the assignment. Knowing how to define problems is the initial step of a design process.

Class Meetings

Our online class meetings will occur every Tue/Thu 12:00pm–2:50pm, using the same Zoom link throughout the semester. Join the meeting a few minutes early to insure you have no video or audio issues, and to enable our class to start and end on time. We will typically take one 10-minute break halfway through the class period around 1:20pm. You are expected to be on time and prepared to work for the entire class period. You are responsible for coming to class with your completed assignment and all necessary files, tools, and materials to continue work on the assignment. 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.

Class Attendance

Class attendance and participation is critical to your success in the course, enabling you to not only learn from me—but also from the mistakes and achievements of your fellow classmates. Consequently, class attendance is an important factor in your Preparation and Participation grade for the course. If you are more than 10 minutes late you will be counted as tardy, and if you are more than 20 minutes late you will be counted as absent. Excused absences include religious holidays, a verifiable death in the immediate family, or illness with a doctor's note. If you are sick and must miss class, email me at least 3 hours before class for an excused absence. If you have a doctor's appointment or other reason, email me at least 1 day before for an excused absence.

Office Hours

Office hours will be held every Friday, 11:00am–12:00pm via Zoom, by appointment in advance only. To make an appointment, please email me before class, or notify me at the end of class.

Email Communication

I generally try to respond to emails as quickly as I can. Emails received after 9:00pm will be answered the next day. I generally do not respond to emails over the weekend. Consequently, emails received during the weekend will be answered on Monday. If you have a question related to a weekend assignment, please email me by Friday. Kindly address your email with “Dear/Hi Professor Gee,” to demonstrate respect our academic context.

Assignments

A significant amount of outside work on assignments will be necessary to meet project deadlines. As it is expected that there will be 2–3 hours of homework for each hour of class, please budget your time accordingly. Significant progress is expected between classes.

Assignment Submission

Assignments are required to be submitted on Google Drive or Canvas as instructed by 10:00am on the due date of each assignment. Specifics for each project will be described in class. Submit your digital file as follows:

- Upload documents to Canvas in high-res PDF format only—no source files. Please keep uploads under 50MB.
- When more than one page is needed to show final pieces and/or studies, use multiple pages within PDFs.
- Name your file: DsGD105_Pr1_Lastname_Firstname.pdf or DsGD105_Pr2_Lastname_Firstname.pdf.

Final Exam/Semester-end BFA Junior Review

The semester-end BFA Junior Review has been scheduled for Tuesday, May 24, 2022, 9:00am–1:00pm. Consequently there will be no Final Exam class meeting for this course. On Tuesday, May 17, 2022 by 11:59pm, submit your revisions to Projects 1 and 2 on Canvas for our Final Exam, and upload the same files to the BFA Junior Review Google Drive. Filenames to be provided at a later date. No extensions will be given except in cases of documented emergencies or serious illness. If such a circumstance should arise, please contact Lecturer Earl Gee (earl.gee@sjsu.edu) as early as possible and be prepared to provide documentation.

Grading Policies

Each class assignment will be graded upon completion and assigned a letter grade according to the University policy, A through F. On-time presentation of thumbnail concepts, half-size layouts, full-size layouts, and final design, as well as progress during in-class work sessions, will be noted towards your Participation and Preparation grade. On-time means that work is submitted on Google Drive or Canvas as instructed by 10:00am on the day of class. 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. Your grade will be based upon the following criteria:

Problem Solving and Creativity (20%) — LO 1, 2, 3, 4, 5

Planning, organizing, research and content gathering (message development), analysis, sketching and content integration. Solution is understandable, meaningful, and memorable.

Formgiving and Presentation (20%) — LO 1, 2, 3, 4, 5

Synthesis of design elements, principles, and attributes into an effective, evocative outcome. Verbal/visual investigation of function and form. Quality presentation, craftsmanship, and communication.

Process and Engagement (20%) — LO 1, 2, 3, 4, 5

Planning, organization, research, analysis, content gathering, message development, content integration, and sketching. Design experimentation, exploration, development, and refinement.

Preparation and Participation (20%) — LO 1, 2, 3, 4, 5

Preparation for all class activities. Participation in class discussions, reviews, and critiques. Production of on-time solutions for all required phases of development in both quality and quantity.

Variation and Cohesion (20%) — LO 1, 2, 3, 4, 5

Creation of compelling narrative and evocative storytelling. Development of comprehensive design system with cohesive theme and clear differentiation. Brand applications function as unique, standalone designs.

Course Grade Determination

Assignment grades will be weighted according to the following percentages to determine course grade:

Project 1: 50%; Project 2: 50%

Grading Scale

For each major project you will be given a written grade sheet evaluating your performance in each of the categories above. These will be tallied to calculate your final grade. Letter grades are assigned according to the following 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, demonstrates little understanding of 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 essential to complete all assignments because:

- 1) Each develops a skill necessary for the successful completion of assignments.
- 2) Missing a portion of these assignments can substantially lower your course grade.

Deadlines

No extensions will be given except in cases of documented emergencies or serious illness. If such a circumstance should arise, please contact the instructor as early as possible and be prepared 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. Graded assignments more than 3 days late will not be accepted. In such cases, a grade of zero credit will be entered.

Online Instruction Protocol

Use of Camera and Microphone in Class

Students are requested to turn on their video/microphone features in Zoom at the beginning of class when attendance is being taken, and turn off their microphone feature during lectures, discussions, and critiques to avoid disruption; unmute to speak or ask questions. Students are required to fully participate during the entire 3-hour class session including, lectures, discussions, critiques, small group critiques (breakout rooms), and in-class activities, etc.

Recording Zoom Classes

In general, our Zoom class meetings will not be recorded. For study and review purposes, lecture notes and some keynote presentations will be posted on Canvas. If portions of this course (e.g., lectures, discussions, presentations) need to be recorded for instructional or educational purposes, the recordings will only be shared with students enrolled in the class through Canvas, and will be deleted at the end of the semester. If you prefer to remain anonymous during these recordings, please speak with the instructor about temporarily turning off your student name and picture prior to recording.

Students are not allowed to record without instructor permission. Students are prohibited from recording class activities (e.g., 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 to protect the privacy of students in the course and maintain academic integrity by reducing 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 requiring special accommodations or assistive technology due to a disability to notify the instructor.

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 they have access to reliable Wi-Fi during class and 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 the Learn Anywhere website for current Wi-Fi options on campus.

<https://www.sjsu.edu/learnanywhere/equipment/index.php>

Zoom Classroom Etiquette

- Mute microphone: Mute your microphone when not speaking to help keep background noise to a minimum.
- Reduce background noise/distractions: Attend class in a quiet place without people walking behind you, talking, or making noise, and avoid creating additional noise by shuffling papers or listening to music in the background, etc.
- Position camera properly: Keep your webcam in a stable position and focused at eye level.
- Limit distractions/avoid multitasking: Focus on the meeting by turning off notifications, closing or minimizing running apps, and putting your smartphone away.
- Use appropriate virtual backgrounds: Backgrounds must be appropriate and professional, and NOT suggest or include offensive or demeaning content.

Technical Support for Canvas and Zoom

Email: ecampus@sjsu.edu Phone: 408-924-2337 Hours: 8:00am–7:00pm daily

Web: <https://www.sjsu.edu/ecampus/how-we-can-help/contact-us.php>

Class Meeting Protocol

We are involved in a mutually beneficial communal learning experience, requiring our full attention and respectful behavior toward all members of the class. To optimize our 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 remain in class until the class is over or excused—late arrival and/or early departure will be noted. 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. It is your responsibility to inform yourself of any announcements or requirements that you miss due to late arrival. Do not interrupt class to ask about these items—remain after class if you have questions.
- All critiques begin 15 minutes after the official class start time.
- 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, texts, or messages, check e-mails, play games, surf the web, visit Facebook, Twitter, etc. No phones on vibration mode.
- Do not socialize during critiques, lectures, or when other students are presenting material for the benefit of the class—it is counterproductive and inconsiderate.

University Policies and Resources

Per University Policy S16-9, university-wide policy information relevant to all courses is on the Office of Undergraduate Educations' Syllabus Information web page. <https://www.sjsu.edu/curriculum/courses/syllabus-info.php>

Adding and Dropping

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/content.php?catoid=12&navoid=4148>. Add/drop deadlines are on the current academic calendar web page at <https://www.sjsu.edu/classes/calendar/2021-2022.php>. The Late Drop Policy is at <https://www.sjsu.edu/aars/forms-resources/late-drops.php>. Students should be aware of the current deadlines and penalties for dropping classes.

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 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. <https://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 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. Read SJSU's Academic Integrity policies. <https://www.sjsu.edu/senate/docs/S07-2.pdf>

Campus Policy in Compliance with the Americans with Disabilities Act

If you need course adaptations or accommodations because of a disability, 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. <https://www.sjsu.edu/aec/>

Student Technology Resources

Computer labs for student use are available in Associated Students Print & Technology Center, Student Union, East Wing, 2nd Floor, Suite 2600; Clark Hall, 1st Floor and Campus Village, Building B, 1st Floor; Martin Luther King Library, Spartan Floor and Student Computing Services; and in your department or college. A wide variety of audio-visual equipment is available for student checkout from SJSU Academic Technology Services in the IRC Building, including 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. <https://www.sjsu.edu/it/services/academic-tech/index.php>

Student Affairs

The Division of Student Affairs provides a wide variety of services—career development, health and wellness, campus life, leadership development, cross cultural experiences, disability resources, psychological counseling, student housing, recreation, and co-curricular events. <https://www.sjsu.edu/studentaffairs/>

SJSU Peer Connections

Peer Connections is located in the Student Services Center, Room 600. 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. The 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 has a learning commons, desktop computers, and success workshops on a wide variety of topics. <https://www.sjsu.edu/peerconnections/index.php>

SJSU Writing Center

The SJSU Writing Center is located in Clark Hall, Room 126. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. The writing specialists have met a rigorous GPA requirement, 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. <https://www.sjsu.edu/writingcenter/>

SJSU Counseling and Psychological Services

The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Carlos in the Student Wellness Center, Room 300B. Professional psychologists, social workers, and counselors are available by appointment to provide confidential consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. <https://www.sjsu.edu/counseling/>

Campus Emergency and Other Aid

For emergency call 911 or use a Blue Light phone on campus. For safety escort call 408-924-2000. Individuals with disabilities may contact the Accessible Education Center located in the Administration Building, Room 110, 408-924-6000, for a variety of assistance such as Braille, large print, sign interpreters, assistive listening devices, audio tape, and accommodations for physical disabilities.

Campus Emergency Numbers

San Jose Police Department: call 911 or 408-277-8911

SJSU Police Department: call 408-924-2222 or use a Blue Light phone on campus

SJSU Safety Escort: call 408-924-2000 or use a Blue Light phone on campus

Course DsGD 105, Intermediate Graphic Design, Spring 2022 Course Schedule

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

Course Schedule

Wk	Date	Topics, Readings, Assignments, Deadlines
01	Th 01/27	Lecture: Course introduction; Pr1 Advocacy Organization Brand introduction
02	Tu 02/01	Due: Pr1 Research and Analysis; small group review; Logo System introduction
02	Th 02/03	Due: Pr1 Logo System initial concepts; 5 thumbnail sketches; class critique
03	Tu 02/08	Due: Pr1 Logo System preliminary design; 3 half-size layouts; small group review
03	Th 02/10	Due: Pr1 Logo System work in class; individual review
04	Tu 02/15	Due: Pr1 Logo System design refinement; 1 full-size layout; small group review
04	Th 02/17	Due: Pr1 Logo System work in class; individual review
05	Tu 02/21	Due: Pr1 Logo System final design; class critique; Motion/Brand Apps introduction
05	Th 02/24	Due: Pr1 Motion/Brand Apps initial concepts; 5 thumbnail sketches; class critique
06	Tu 03/01	Due: Pr1 Motion/Brand Apps prelim design; 3 half-size layouts; small group review
06	Th 03/03	Due: Pr1 Motion/Brand Apps work in class; individual review
07	Tu 03/08	Due: Pr1 Motion/Brand Apps design refinement; 1 full-size layout; sm group review
07	Th 03/10	Due: Pr1 Motion/Brand Apps work in class; individual review
08	Tu 03/15	Due: Pr1 Motion/Brand Apps final design; class critique
08	Th 03/17	Lecture: Pr2 Technology Conference Brand introduction
09	Tu 03/22	Due: Pr2 Research and Analysis; small group review; Animated Poster introduction
09	Th 03/24	Due: Pr2 Animated Poster initial concepts; 5 thumbnail sketches; class critique
10	Tu 03/29	Due: Pr2 Animated Poster preliminary design; 3 half-size layouts; small group review
10	Th 03/31	Due: Pr2 Animated Poster work in class; individual review
11	Tu 04/05	Spring break; no class
11	Th 04/07	Spring break; no class
12	Tu 04/12	Due: Pr2 Animated Poster design refinement; 1 full-size layout; small group review
12	Th 04/14	Due: Pr2 Animated Poster work in class; individual review
13	Tu 04/19	Due: Pr2 Animated Poster final design; class critique; Sign/Brand Apps introduction
13	Th 04/21	Due: Pr2 Sign/Brand Apps initial concepts; 5 thumbnail sketches; class critique

Wk	Date	Topics, Readings, Assignments, Deadlines
14	Tu 04/65	Due: Pr2 Sign/Brand Apps prelim design; 3 half-size layouts; small group review
14	Th 04/28	Due: Pr2 Sign/Brand Apps work in class; individual review
15	Tu 05/32	Due: Pr2 Sign/Brand Apps design refinement; 1 full-size layout; small group review
15	Th 05/05	Due: Pr2 Sign/Brand Apps work in class; individual review
16	Tu 05/10	Due: Pr2 Sign/Brand Apps final design; class critique
16	Th 05/12	Assign revisions to Projects 1 + 2 for Semester-End BFA Junior Review; indiv review
17	Tu 05/17	Due: Pr1 + Pr2 final design with revisions; submit on Canvas for Final Exam, and upload to BFA Junior Review Google Drive for individual faculty review
18	Tu 05/24	Semester-End BFA Junior Review; 9:00am–1:00pm; faculty review; (No Final Exam meeting for this course)