

San José State University
Design Department - Interior Architecture
dsIT 83: Visual Communication I | Fall 2021

Course and Contact Information

Instructor:	Plamena Milusheva
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Email:	plamena.milusheva@sjsu.edu Please email me directly, do not message via Canvas
Office:	-
Office Hours:	Friday 2-3PM, Wednesday 10-11AM (Zoom link on MIRO)
Class Days/Time:	TTh, 6:00 PM- 8:50 PM
Classroom:	Zoom + Miro
Prerequisites:	DSIT 5 and DSIT 10
GE/SJSU Studies Category:	-

Course Description

This course introduces students to the principle skills and disciplines of using digital technology to make and represent 3d form. Through various assignments, employing a range of conventional digital media- including scale drawing, plan/section, model and object work and photography- students will develop skills for detailed observation and to-scale translation of visual and spatial ideas. The fabrication of physical prototypes is emphasized to instill an ethic of hands-on making and to initiate the instincts for 3D representation of physical form and structure.

Throughout the course students will be introduced to the principles of digital drawing and presentation tools essential to 2D and 3D architectural representation. Working with primary digital representation tools, students will learn both the application of projective techniques for architectural subjects and the conventions of operation and interface.

Course Format

This course is a digital tools development seminar - students will learn and work with software and assorted presentation and representation techniques throughout the course. This course covers digital and analogue presentation processes for design. The course requires in-class participation in the form of practical design assignments and public presentations. This is a fully virtual class. All instruction and class meeting will be conducted through Zoom and Miro.

Students will require a computer(laptop) to participate, complete and submit assignments. Students will be required to install and operate 3d & 2d software.

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

Course Goals / Learning Outcomes (CLO)

At the end of this course students will understand:

1. How to appropriately use specific software applications typically used by interior designers and architects to convey essential formal elements at each stage of the programming and design process.
2. How to delineate using projective drawing techniques.
3. How to generate forms using 3D digital modeling software applications.
4. Basic physical modeling techniques and will have the ability to use them effectively when appropriate.
5. How to explore and iterate multiple ideas.
6. How to express ideas through visual media.

Required Texts/Readings

Required readings will be assigned as needed. Such readings will be provided in digital format.

Required Lectures

There may be several required lectures over the course of the semester. You will be given advance notice of the date and time.

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in University Policy S12-3 at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

The course is organized around lecture and lab work: lectures will introduce topics and assignments and provide an overview of design issues and principles and outline communication concepts that are expected to be investigated. Labs will be a period of focused exploration of design issues, communication skills, and technical skills. Finished projects and work in progress will be presented and discussed during each class session to make important points about design.

It is expected that your work will be uploaded and organized on Miro by the start of class. If it is not you will receive a non-participation for that class. Each class will be graded for participation and your final participation grade for the course will be the average of all your individual class participation grades. The assignment submission process will follow the structure outlined below, except in the case of Exercise 1 which will not have a formal Review.

- **You must pin up some version of all required deliverables at the project’s final review.** Missing items at the time of review will reflect in your grade.
- **You are expected to make improvements to the required materials based on review feedback before submitting them on Canvas for grading.** You may develop additional new material based on feedback as part of your Canvas submission but the expectation is that you will make improvements to the required deliverables. The period of time between a Review and Canvas submission of materials is part of the project design process and gives you an opportunity to benefit from the Review. How well you use this part of the allocated project time will factor into the final grade for that project.
- Assignment materials for grading must be submitted on Canvas on the deadlines stated in the course schedule or as revised by the instructor and communicated to the class. Any work not turned in on the date it is due at the stated time is considered late. **Materials must be uploaded on Canvas by 11 AM on the due date to be considered on-time.**
- **Five (5) percent will be deducted from the grade for the project for any canvas submission between 11 AM on the due date and the end of class that day. Ten (10) percent will be deducted from the grade for a project every class period it is not turned in starting with anything turned in after the end of class on the day it is due.** Special circumstances will be taken into consideration (e.g. Illness, court appearance, death of a relative.)
- **All assignments must be completed and turned in to receive a passing grade for the class.** The exercises and projects build on each other and as such failure to complete any one project will affect the quality of the rest of the class work and result in a failing grade for the class. It is always better to turn the project in late than not at all. As long as you turn a project in by the last day of class for the semester with all required deliverables you will receive the minimum passing grade of 60% for that project.

The instructor reserves the right to alter assignments and change project due dates with sufficient notice to the students.

There will be no allowances made for lost work due to hardware or software malfunction except in extenuating circumstances. You are expected to have two additional modes of backup for your work besides storing it on your machine. The instructor will provide a Google Drive folder for each student to save in-progress and final work. You may choose to use an external hard drive in addition to the provided Google Drive or a second cloud-based storage method to secure copies of your work.

<u>Proportional Breakdown:</u>	<u>100 %</u>
Exercise 1:	5%
Exercise 2:	10%
Project 1 - Parallel planes:	20%
Project 2 - Hermitage:	30%
Project 3 - Portfolio:	15%
Class Participation:	20%

NOTE that University policy F69-24 at <http://www.sjsu.edu/senate/docs/F69-24.pdf> states that “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

Final Examination or Evaluation

There is no comprehensive final evaluation for this course. At the close of the semester, during class time or the days dedicated to final examinations, we will have a Mini-Portfolio review. This review will be an opportunity to show your best work from the semester and get feedback on visual and verbal communication. As described in grading, reviews are not for grading purposes. However efforts to improve the work you have done over the semester for inclusion in your mini portfolio will be reflected in your final grade.

Grading Information

You will have a range of opportunities to present and discuss your work. It is up to you to use those opportunities to receive effective feedback to help you move your projects forward. You will be given time to incorporate the feedback into each final submission on Canvas for grading. Your grade for each assignment will reflect the degree to which you have made an effort to use the feedback to improve your final submission materials.

Pin-ups: This will be our usual mode of discussing work-in-progress during most classes. You will upload and “pin-up” current work for presentation and critique on Miro and we will use Zoom for the group discussion. It is important that you learn how to use “pin-ups” to maximum effect. It is an opportunity to present your work in an informal yet structured setting, and to practice your ability to speak about your intentions and your work. “Pin-ups” also allow you to observe and discuss the work of your peers, which can greatly inform you and your own project. Because the majority of class time will be spent in this format, you will not be able to use studio time to produce your work and you will need to commit considerable time outside of class to move your work forward. New, revised, work is always required at each class meeting.

We will switch between full group pin-ups and small group pin-ups. When doing full group pin-ups, it will be imperative that you stay engaged in the conversation in order to benefit from different points been made about your peers’ projects that may be relevant to your project as well. When we do smaller group pin-ups, the groups not actively in a discussion will be required to work on furthering a specific part of their projects and uploading the in-class work on Miro by the end of class in order to receive participation credit for that class.

Desk critiques: Infrequently we may discuss work individually toward specific project aims or reviews. This may occur toward the end of the semester. New work is always required for individual desk crits to focus our discussion.

Formal Reviews: At three or four points in the semester, each student will formally organize and “pin-up” their work for critique and conversation, usually with outside guests and/or other faculty. The reviews offer you a

chance to receive fresh input on your work, to ask questions about the issues raised in the design problem, to learn how to present ideas and discuss your work, to learn other perspectives from outside faculty and practitioners, and to see and learn from the work of your peers.

Participation: You will receive a baseline minimum passing grade of 60% (D-) for showing any new work in class. You will receive an additional 18% for having some of the required work for each class. Required work may be deliverables you need to have at the beginning of class or it may be work you do during a skill builder in class which you will share by posting the end result at the end of class. Doing this minimum will get you to a C+. Completing all of the requirements for a class will result in an additional 18% added to your participation grade for a participation grade of A for that class. You may receive the final 4% for an A+ by asking questions, answering questions, presenting, helping classmates or similar active class engagement. It will always be better to show something in class than not have anything new or in progress.

You will receive a grade for each assignment submission on Canvas. The final materials you submit for each assignment will account for a portion of the grade for that assignment. Other significant factors that will go into each grade are progress made over the course of the project and willingness and ability to incorporate feedback to move the project forward. The final semester grades will be assessed after the last assignment upload on Canvas. Grades are based on the following metrics of accomplishment:

A Excellent work and progress, focused process and design iterations, high standard of design and presentation, superior understanding of the issues discussed, active participation in class, active involvement in bringing outside material and research into class, ability to move work forward, through initiative, excellent attendance.

B Good work and progress, focused process, fulfillment of all the requirements with some incompleteness in the presentation and/or some deficiencies in design, strong understanding of the issues discussed during lectures and pin-ups, inconsistent performance and progress, strong attendance.

C Work that is satisfactory with some obvious deficiencies and incompleteness of requirements, any or all of lessened engagement with the course material, less than strong attendance and/or participation.

D Work that is unsatisfactory with obvious and significant deficiencies in design and incomplete requirements, any or all of lack of engagement with the course material, poor attendance and participation.

F Seriously deficient or incomplete work, poor participation, engagement, understanding and attendance.

+/- grades will be used within the structure described above.

The measure of qualitative words such as ‘excellent’, ‘satisfactory’, etc. are based on the following criteria:

Initiative: The degree of exploration and additional references in the work, the ability to push the work forward

Effort: As indicated by the intensity and depth of your study, and the commitment to the ideas being explored

Engagement: As shown by the participation in work sessions, and the discussion of issues and ideas in studio

Collaboration: With peers on comments, learning and shared responsibilities [as opposed to competition]

Flexibility: The willingness to maintain an open intellectual stance that allows for accelerated learning to occur

Design Quality: As demonstrated by the sophistication and competence of addressing the issues of a problem

Communication: As shown by the coherence and completeness of your work in elucidating its intentions

Technique: The control and sophistication of design methods, tools and representation; a commitment to craft

Equipment, Materials, and Technical Requirements

Technical Requirements

- Computer Specifications: A computer powerful enough to effectively run the required software for this class.
 - Camera and microphone: external or built-in. SJSU has a free [equipment loan](#) program available for students.
 - Headphones: Required for all classes to minimize at-home noise and distractions.
 - Mouse or trackpad: With right click and scrolling capability. Required for better performance in software.
 - Online instruction: Laptop must have video and audio capability to participate in online critique.
 - Online instruction: Zoom — Free. Provided through SJSU.
 - Online instruction: Miro — Free. Need to setup an account. (<https://miro.com/education-whiteboard/2/>)
- Digital camera or smartphone with camera capable of taking high quality photos
 - if using phone camera, photos need to be in their original format, a.e. no filters, modifications through applications, or non-standard cropping
 - you will use Adobe Photoshop for all photo modification

Software Requirements

- Adobe Creative Suite (Photoshop, Illustrator, and InDesign) (<https://www.sjsu.edu/ecampus/software-tools/teaching-tools/video-creative/adobe/students.php>)
- Sketchup (Licenses will be provided through the university. You will be added to the license server via your SJSU e-mail)
- Digital rendering engine (Twinmotion - hoppy version for whatever OS you have) (<https://www.twilightrender.com/index.php/downloads>)
- Sketchup, Illustrator, and Photoshop are required installed and functional by Tuesday 2/1/22, the second class meeting. All required software must be installed by Tuesday 2/8/22.

You will use these software applications for the rest of your academic career and newer versions and variations on them as you move into the profession. They are mandatory and no designer can expect to be gainfully employed without working knowledge of these and similar tools today.

Materials Requirements

Students are responsible for purchasing material as required for assignments.

The following is a list of materials that you will need to have available to you throughout the semester. These are materials that you will continue to use throughout your education and career. You **MUST** have these by the second week of class.

Tools

- cutting mat: 18" x 24" or larger
- large Olfa knife (Olfa Snap-off Blade Utility Knife) with extra blades (must change frequently for clean cutlines)
- X-acto knife (any of the light duty knives) with extra blades (must change frequently for clean cutlines) (alternatives: Blick E-Z Grip Knife, Excel Blades Hobby Knives)
- metal straight edge: 12" and 24"
- architectural scale
- Tape measure
- sketchbook: whatever you prefer that you can easily carry around with you

Consumables

- tracing paper: 12" wide roll
- assortment of pencils, black ink pens, black ink markers for working out ideas in your sketchbook
- tapes: blue painter's tape, white masking tape, clear scotch tape
- glues: Some type of quickset white glue (Aleen's Craft Glue is a great option)
- wood dowels/skewers (can find in your local grocery store)
- toothpicks (great precision glue applicators)
- Bristol paper pad: Strathmore 300 Series, Vellum surface, 100lb - you can get several sizes if you want but can start with 2 -14" x 17" pads (20 sheets each) and see how you are using it before you get other sizes.
- Crescent Decorative Matboard: 4 sheets (32" x 40"), very white + 2 sheets (32" x 40"), your choice single non-white color (<https://www.dickblick.com/products/crescent-decorative-matboard/>)
- you will likely need to get some other materials as you develop your projects - we can discuss other materials as a group and on a per project basis

NOTE: The Bristol and Matboard will be our primary study model making materials. If you plan on ordering these online Blick is a great option. You should an order for them right away. Ground delivery is 7-9 business days so this will get the materials to you by week 2 of class. Blick will also have tracing paper, masking tape, sketchbooks, cutting mats, knives, and metal straight edges. You may want to place one initial order for all of your basics and any extra materials you might want.

Printing

For Project 2, you will need to be able to print black and white on 11x17 sheets of paper. If you can only get 8.5x11 prints that will also work. Start early in terms of figuring out where you can get access to printing. For the project you will need to be able to print 12-24 sheets.

Honesty, Integrity, and Original Work

I place academic and creative honesty, integrity, and original work at the foundation of a strong creative process. Plagiarism or design appropriation will not be tolerated. Plagiarism in research and presentation will also not be tolerated. If you are unsure of the meaning of plagiarism or the rules of ethical reference and citation please ask. While the creative process does thrive on inspiration from the great work of others, there is a fine line between inspiration and appropriation of someone else's work. When in doubt, or as a matter of building good habits, please site your inspiration sources and references. This practice will both keep us honest and will

elevate our collective knowledge about great work with which we may not be familiar. Students who are suspected of plagiarism or unethical appropriation will be referred to the Student Conduct and Ethical Development Office and depending on the severity of the conduct will receive a zero for that assignment or a grade of F in the course. Grade Forgiveness does not apply to courses for which the original grade was the result of a finding of academic dishonesty.

Classroom Protocol

Teaching is a two-way dialogue. Attendance is expected at all class sessions and the student's presence throughout the entire class time is required. Whenever possible, the professor should be notified in advance of a student's inability to attend a class. If you must miss class for a valid reason and are not able to give advance notice you must contact the professor within 48 hours with your reason for the absence and plan for catching up. In the event the professor is late for class, students are authorized to leave after a half hour wait. It is important to be on time and to be present. It is possible to produce "A" work in the class yet receive a lower grade due to poor class participation and attendance. Students must be present for in class critiques. Students who arrive late will not be allowed to present.

If you miss a class, it is your responsibility to find out what you missed before the next class. Technical demos and lectures will not be repeated for students who miss class. They will be recorded and available on Canvas. Projected review dates will be given to you in advance; however, in some instances these may change due to extenuating circumstances, and it is your responsibility to find out about any announcements made in class, by communicating with your classmates.

General Expectations

- Arrive on time and be prepared for studio. Remain in class for the entire class time.
- If we/you are online, Zoom camera must be on the entire time for you to be considered present for that class.
- Pinup on time. On time means by the start of class. We will be using Miro as our online "pin-up" space.
- Students must be present for critiques, students who arrive late will not be considered present.
- Be attentive, actively participate, and demonstrate engagement in class discussion and reviews.
- Prepare yourself to listen, consider, contribute, discuss different points of view during design review.
- I will be calling on students randomly to ensure participation.
- Stow cellphones and any other devices not being used for class communication or production of work for the duration of class. Cellphone use during class is not permitted.
- Show respect for yourself, your peers, and your faculty.

Attendance

- Non-participation for 2 classes, including consistent tardiness, is grounds for grade demotion.
- Non-participation for 4 classes, including consistent tardiness, is grounds for failure.
- If you need to miss a class for an excusable absence, email me in advance.
- Unexcused non-participation at a formal project review is grounds for project failure.

Online Protocols

Zoom and Miro will be our tools of in-studio communication. Familiarize yourselves with them. We will use Zoom for face-to-face interaction and Miro as our pin-up space for showing visual content.

- Secure and reliable Wi-Fi connection: Students are responsible for ensuring that they have access to a secure and reliable Wi-Fi connection during online studio and reviews. E-mail me immediately if you are having connection issues.
- Camera: Students will have their camera on at all times during studio. Turning off your camera for extended periods of time will be considered non-participation. As such, prepare yourself mentally and physically for online studio as you would if we were meeting in person at school.
- Should you have concerns about privacy at home as regards to camera usage, please let me know and we will discuss potential accommodations.
- General Recording Prohibited: Studio may not be recorded without permission of all individuals, per University Policy and US laws on rights to privacy.
- Recording Accommodation: Permission may be obtained to record per relevant accommodation.
- Review Recording: Upon permission by all students and guests, a project review may be recorded.
- Any student that needs accommodation or assistive technology due to disability should work with the Accessible Education Center (AEC), and me.
- Please note that all federal, state, CSU system and campus regulations on conduct including harassment and discrimination against other students or faculty apply to the online environment, just as they do in face-to-face instruction.

Zoom Classroom Etiquette

- Camera On.
- Headphones required.
- Be prepared for studio as you are in person.
- Mute your microphone when you are not speaking.
- Be Mindful of Background Noise and Distractions.
- Find and prepare a quiet and private area in your home for class, without interruption or distraction.
- Turn off computer and cellphone notifications, turn off apps and software that create distraction and use your wi-fi bandwidth.
- Use Appropriate Virtual Backgrounds if you are using a virtual background.
- Inability to observe classroom etiquette may result in dismissal from the zoom classroom and non-participation for that class meeting.

Students are not allowed to record without instructor permission:

Students are prohibited from recording class activities (including studio lectures, office hours, advising sessions, etc...), distributing class or review recordings, or posting class or review 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, State and Federal Law. It is the responsibility of students that require special accommodations or assistive technology due to a disability to notify me.

University Policies

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](http://info.sjsu.edu/static/catalog/policies.html) section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic year calendars document on the [Academic Calendars webpage](http://www.sjsu.edu/provost/services/academic_calendars/) at http://www.sjsu.edu/provost/services/academic_calendars/. The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/policy/) is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. 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](http://www.sjsu.edu/advising/) at <http://www.sjsu.edu/advising/>.

Consent for Recording of Class and Public Sharing of Instructor Material

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
 - It is suggested that the syllabus include the instructor’s process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
 - In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

Academic Integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy S07-2](http://www.sjsu.edu/senate/docs/S07-2.pdf) at <http://www.sjsu.edu/senate/docs/S07-2.pdf> 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. The [Student Conduct and Ethical Development website](http://www.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>.

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](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the [Accessible Education Center](http://www.sjsu.edu/aec) (AEC) at <http://www.sjsu.edu/aec> to establish a record of their disability.

Accommodation to Students' Religious Holidays

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See [University Policy S14-7](http://www.sjsu.edu/senate/docs/S14-7.pdf) at <http://www.sjsu.edu/senate/docs/S14-7.pdf>.

Course Schedule — Phases, Milestones, and Reviews

Schedule is preliminary and subject to change with fair notice.

Detailed working schedule will be posted on Miro.

Week	Day	Topics, Readings, Assignments, Deadlines
1	1/27	INTRODUCTION
1-2	1/27-2/3	EXERCISE 1
3	2/8	UPLOAD EXERCISE 1 ON CANVAS
2-4	2/3-2/15	EXERCISE 2
4	2/15	EXERCISE 2 REVIEW
4	2/17	UPLOAD EXERCISE 2 ON CANVAS
4-9	2/15-3/24	PROJECT 1: ADDITIVE PLANES
8	3/17	PROJECT 1 REVIEW
9	3/24	UPLOAD PROJECT 1 ON CANVAS
9-15	3/24-5/3	PROJECT 2
13	3/26	PROJECT 2 REVIEW
15	5/3	UPLOAD PROJECT 2 ON CANVAS
15-16	5/3-5/12	PROJECT 3
16	5/12	PROJECT 3 REVIEW
17	5/19	UPLOAD PROJECT 3 ON CANVAS

Important Spring 2022 Administrative Dates:

- Wednesday, 1/26 – Monday, 2/14 — Late Registration period
- Wednesday 1/26 — First Day of Instruction, Classes Begin
- Monday 2/7 — Last day to Drop a Class without a “W” grade and a Late Drop petition
- Monday 2/14— Last Day for to Add Courses & Register Late
- Monday 3/28 — Friday 4/1 — NO CLASS, Spring Recess
- Thursday 3/31— Cesar Chavez Day, Campus Closed
- Friday, 4/22 — Last Day to Withdraw
- Monday, 5/16 — Last Day of Instruction
- Wednesday 5/12— Final Exams Begin
- Wednesday 5/25 — Final Exams End