

**San José State University**  
**College of Humanities and the Arts/Department of Design**  
**DsGD 105, Intermediate Graphic Design, Section 01, Spring 2020**

**Course and Contact Information**

<b>Instructor:</b>	Earl Gee
<b>Office Location:</b>	ART 118
<b>Telephone:</b>	415-543-1192
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<b>Office Hours:</b>	Tue 3:00pm–3:30pm by appointment in advance only
<b>Class Days/Time:</b>	Tue/Thu 12:00pm–2:50pm
<b>Classroom:</b>	IS 226
<b>Prerequisites:</b>	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/1363493> 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 form giving 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**

Reading assignments will be assigned periodically. PDFs or online links to required readings will be supplied.

*Universal Principles of Design, 125 Ways to enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design*

William Lidwell, Kritina Holden, and Jill Butler

Rockport Publishers, 2010

ISBN-13: 978-1-59253-587-3

*Brand Identity Essentials, Revised and Expanded: 100 Principles for Building Brands (Essential Design Handbooks)*

Kevin Budelmann and Yang Kim

Rockport Publishers, Revised edition, 2019

ISBN-13: 978-1631597084

## **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 Aliza Elkin. She may be contacted at <mailto:aliza.elkin@sjsu.edu>.

## **Computer/Software Requirements**

- Wireless laptop computer with software (Adobe Creative Suite)
- Appropriate type fonts software
- Reliable data backup
- Wireless network access: <http://its.sjsu.edu/services/sjsuone/>
- Flash drive and access to Google Drive

## **Other technology requirements / equipment / material**

- Always have your working digital files, sketches, research, and reference materials in class
- Inkjet printer (capable of 11" x 17" output)
- Digital color printer (capable of 13" x 19" output)
- Digital camera (access)
- Drawing implements and papers as per project description
- HB pencil, kneaded eraser
- Black, gray, and color markers, extra fine to wide
- 9" x 12" marker pads and tracing pads
- Tape, clear push pins
- Metal non-slip cutting rule (Schaedler precision rules also recommended)
- X-acto knife with #11 blades in dispenser/disposal unit
- Portable cutting surface (required for cutting in classrooms)
- Graphic arts adhesive (no spraying allowed in building)

## **Expenses**

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

### **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, exercises, projects, presentations, and critiques. Participation in discussions and critiques is vital to the success of this class. The course is comprised of two major projects with multiple components, with multiple milestones. The objectives and parameters of each assignment will be described in detail during class. It will be 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. In addition to the major assignments, several small exercises will also be assigned, including in-class exercises, readings, etc.

This is a three-hour class. We will typically take one scheduled 10-minute break halfway through the class period, around 1:20pm. 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, a significant amount of 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 files, tools, and materials for continuing 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.

Assignments are due at the beginning of each class, which means that at 12:00pm your work must be displayed and ready for critique. This may require that you arrive at class in advance to insure you will be prepared to present your work on time. If you are more than 10 minutes late for class you will be counted as tardy and we may not be able to critique your work. 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.

### **Assignment Submission**

Specifics for each printed project will be described in class. On the due date of each project, students are required to submit a 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 Examination or Evaluation**

On the university-scheduled final exam day, Wednesday, May 13, 2020, 9:45am–12:00pm, at the beginning of class, you will submit any revisions to Projects 1 and 2 as full-size or 11”w x 17” outputs for semester-end review. You will also submit a digital file uploaded to Canvas per the instructions above, filename: DsGD105\_Pr1Rev\_Lastname\_Firstname.pdf, and DsGD105\_Pr2Rev\_Lastname\_Firstname.pdf. 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 Information**

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 on the wall or placed as requested prior to the start of any presentation or critique. 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 Skills (25%)**

Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.

### **Formgiving Skills (25%)**

Design exploration, development, and refinement. The synthesis of the elements, principles, and attributes of form into an effective, evocative product. The verbal/visual investigation of form and function.

### **Presentation Skills (25%)**

The skill, dexterity, and attention to detail exhibited in presentation. The quality of line and form necessary for effective visual communication.

### **Participation and Preparation (25%)**

Producing appropriate on-time solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

## **Determination of Grades**

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 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 day late. Graded assignments more than 3 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 assignments.

## **Classroom Protocol**

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 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. No work is to be added to the wall, displayed on the screen, or presented on another area after a critique begins.
- Electronic devices not directly pertaining to your participation in this class turn 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.
- Laptops are to be used for course-related purposes only when class is in session.
- Do not eat during class—food and drinks are allowed only during break time.
- Do not use tabletops as a cutting surface—use approved portable cutting surfaces only.
- No spray adhesives are allowed in the class or building.

## **University Policies**

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>.

## **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, whose website is available at <http://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 and or projects 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 at <http://www.sjsu.edu/senate/docs/S07-2.pdf>

## **Compliance with the Americans 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 requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at <http://www.sjsu.edu/aec/> to establish a record of their disability.

## **Other Resources**

### **Student Technology Resources**

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and 2nd floor of the Student Union. Additional computers are also available in the Martin Luther King Library. A variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

### **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. <http://www.sjsu.edu/studentaffairs/>

### **Campus Emergency and Other Aid**

Emergency call: Call the police office at 911 or pick up a Blue Light phone. Call for Escort Service at 4-2222. Individuals with disabilities may contact the Disability Resource center on campus, 924-6000, Administration building 110, for a variety of assistance such as Braille, large print, sign interpreters, assistive listening devices, audio tape, and accommodations for physical disabilities.

### **Learning Assistance Resource Center**

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. The Center's tutors are trained and nationally certified by the College Reading and Learning Association (CRLA). They provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group, individual, and drop-in tutoring are available. <http://www.sjsu.edu/larc/>

### **SJSU Writing Center**

The SJSU Writing Center is located in Room 126 in Clark Hall. 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. <http://www.sjsu.edu/writingcenter/about/staff/>

### **Peer Mentor Center**

The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out campus resources. Peer Mentor services are free and available on a drop-in basis, with no reservation required. <http://www.sjsu.edu/muse/peermentor/>

## **Campus Emergency Numbers**

Police 911

Escort Service 4-2222

# Course DsGD 105, Intermediate Graphic Design, Spring 2019 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 01/23	Lecture; course introduction; Pr1 Intergovernmental Organization Brand introduction
02	Tu 01/28	Due: Pr1 Research and Analysis; small group review; Logo System introduction
02	Th 01/30	Due: Pr1 Logo System initial concepts; 5 thumbnail sketches; individual review
03	Tu 02/04	Due: Pr1 Logo System preliminary design; 3 half-size layouts; small group review
03	Th 02/06	Pr1 Logo System; work in class; individual review
04	Tu 02/11	Due: Pr1 Logo System design refinement; 1 full-size layout; small group review
04	Th 02/13	Pr1 Logo System; work in class; individual review
05	Tu 02/18	Due: Pr1 Logo System final design; class critique; Brochure/Motion introduction
05	Th 02/20	Due: Pr1 Brochure/Motion/Apps initial concepts; 5 thumbnail sketches; indiv review
06	Tu 02/25	Due: Pr1 Brochure/Motion/Apps prelim design; 3 half-size layouts; sm group review
06	Th 02/27	Pr1 Brochure/Motion/Apps; work in class; individual review
07	Tu 03/03	Due: Pr1 Brochure/Motion/Apps design refinement; 1 full-size layout; indiv review
07	Th 03/05	Pr1 Brochure/Motion/Apps; work in class; individual review
08	Tu 03/10	Due: Pr1 Brochre/Motion/Apps final design; class critique
08	Th 03/12	Lecture; Pr2 Technology Conference Brand introduction
09	Tu 03/17	Due: Research and Analysis; small group review; Poster introduction
09	Th 03/19	Pr2 Poster initial concepts; 5 thumbnail sketches; individual review
10	Tu 03/24	Pr2 Poster preliminary design; 3 half-size layouts; small group review
10	Th 03/26	Pr2 Poster; work in class; individual review
11	Tu 03/31	Spring break; no class
11	Th 04/02	Spring break; no class
12	Tu 04/07	Due: Pr2 Poster design refinement; 1 full-size layout; small group review
12	Th 04/09	Pr2 Poster; work in class; individual review
13	Tu 04/14	Due: Pr2 Poster final design; class critique; Sign/Apps introduction
13	Th 04/16	Due: Pr2 Sign/Apps initial concepts; 5 thumbnail sketches; individual review
14	Tu 04/21	Due: Pr2 Sign/Apps preliminary design; 3 half-size layouts; small group review



<b>Wk</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
14	Th 04/23	Pr2 Sign/Apps; work in class; individual review
15	Tu 04/28	Due: Pr2 Sign/Apps design refinement; 1 full-size layout; individual review
15	Th 04/30	Pr2 Sign/Apps; work in class; individual review
16	Tu 05/05	Due: Pr2 Sign/Apps final design; class critique
16	Th 05/07	Assign revisions to Projects 1 + 2 for Semester-End BFA Junior Review; indiv review
17	We 05/13	Due: Final Exam; 9:45am–12:00pm; revisions to Projects 1 + 2 for Semester-end BFA Junior Review; individual review
18	Th 05/21	Semester-end BFA Junior Review; time TBD