

San José State University
Department of Design
DSGD 111, Design Values and Professional Practices
Section 4
Spring, 2020

Course and Contact Information

Instructor:	Philip Krayna, Senior Lecturer
Office Location:	Art 327
Email:	philip.krayna@sjsu.edu
Office Hours:	Thursday 6:00pm – 7:00pm in Art Building 327, <i>by appointment</i>
Class Days/Time:	Tu/Th 6:00pm – 8:50pm
Classroom:	Art Building 216
Prerequisites:	GD majors: DSGD 63, DSGD 83; ANI majors: ANI 50; IT majors: DSIT 33, DSIT 83; ID majors: DSID 22 or DSGD 83.

Course Format

Technology Intensive

This course requires in-class laptop use, wireless printing to class printers, Adobe Creative Cloud (Illustrator and Photoshop at minimum), and font software. Complete and reliable data backup is essential. Out-of-class printing purchases may also be required.

Faculty Web Page and MYSJSU Messaging

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

Course Description

This course defines and investigates design practices, processes, materials, and vocation and their effects on society, environment, business, and intellectual property. Lectures, discussions, and group and individual exercises and projects explore applications of design thinking for positive local to global outcomes.

Course Learning Outcomes (CLO)

Through presentations, active investigation, and careful evaluation, students will establish a broad understanding of the following ethical and practical aspects of the field of design.

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

1. CLO 1 — Assess the impact of specific design practices on societal and community issues
2. CLO 2 — Assess the impact of specific design practices on environmental issues

3. CLO 3 — Navigate the rights and responsibilities of designers as employees, contractors, and entrepreneurs
4. CLO 4 — Understand the relationship of intellectual property to individuals and to the design field
5. CLO 5 — Recognize issues of accessibility in aspects of design projects
6. CLO 6 — Employ comprehensive sets of criteria toward achieving sustainability in design projects

Recommended Texts/Readings

The Politics of Design: A (Not So) Global Manual for Visual Communication, Ruben Pater
ISBN: 9063694229

Do Good Design: How Designers Can Change the World, David B. Berman
ISBN: 032157320X

Designing For Social Change: Strategies for Community-Based Graphic Design, Andrew Shea
ISBN: 1616890479

Course Requirements and Assignments

At least three (3) projects will be assigned in this course which will include group research aspects, creative concept ideation, refinement, and reporting of results addressing CLO 1–6. Projects will be turned in in paper and/or PDF form.

Brief in-class exercises and lecture response forms will also be collected relating to all Course Learning Objectives throughout the semester (see below for participation effect on grading).

The [University Policy S16-9](#), Course Syllabi requires the following language to be included in the syllabus:

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.

Final Examination or Evaluation

To aid in the retention of key course material, a written final examination based on overall content of the course will be given at the university-assigned final exam time. The exam will count as a towards your final grade in the class.

Grading Policies

The project and course performance will be evaluated according to the following components
Each project (3 total) will be graded upon completion and assigned a letter grade according to the University policy—A through F. Late projects are subject to an F unless prior arrangements have been made (health, family emergency, etc.) An incomplete will only be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. **Projects cannot be redone for reevaluation—however, they may be re-submitted at semester’s end for portfolio improvement purposes.**

Participation Effect on Grading

Project grades will be assigned on a scale of 0-12. In addition, you will be assigned “milestone” assignments throughout the semester to keep each project on schedule and show and track progress. These milestones are

worth a total of 0-12 points. Your final grade for each project will be the total of points awarded (0-24) corresponding to the letter grades A to F as outlined in the rubric document, a sample of which is included in this syllabus. Projects will be graded in the areas of critical thinking and problem solving, formgiving skills, and participation and preparation.

On-time presentation(s) of all preliminary roughs and final comps, as well as progress during in-class working sessions will be noted, and count towards participation and preparation, (“on-time” means that work is on the wall or otherwise placed as requested prior to the start of any critique or presentation). Project scores are averaged and participation is a factor. Bases for the grading are:

Grading Scale

A-, A, A+ = Excellence (20-24)

Student consistently delivers creative and high quality work and demonstrates the ability to explore alternative options as well as the ability to make intelligent and informed decisions. Student is able to refine final solutions to peer and instructor feedback. Student shows the ability to communicate ideas clearly and completely, both visually and in writing. Well-crafted and informed arguments support all decisions. All projects are complete and on time. Student demonstrates a strong, engaged effort. 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 (14-19)

Student demonstrates an above average effort in all areas. Work is complete and demonstrates no technical problem areas. Student shows the ability to communicate strong rationale for 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 (8-13)

Student produces the minimum work required at an average quality level and provides basic explanations for decisions. Student demonstrates a basic understanding of the principles presented in class and may have some technical problem areas. Student demonstrates average participation in all regularly scheduled classes.

D-, D, D+ = Poor work and lack of effort (2-7)

Student produces the minimum work required at below average quality and demonstrates little understanding of the principles presented in the course.

F = Failure to meet the course requirements (0-1)

Student demonstrates a lack of understanding of the basic principles discussed in class and is unable to convey coherent ideas and technical ability as required. Student has little or no involvement in class discussions, repeatedly misses deadlines or activities, 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

It is very important to complete all projects because:

- 1) Each develops an understanding necessary for successful completion of subsequent 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 3 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 individual opportunities for extra credit projects given in this class. At the instructor's discretion and direction, an extra credit opportunity may be given to the entire class for participation outside design exhibition attendance or other specific relevant activity.

Project grades will be weighted according to the following percentages (adjusted if different quantity):

Project 1	30%
Project 2	30%
Project 3	30%
Final Exam	10%

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 the 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 to remain in class until the class is over, or excused. 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.
- Critiques begin 15 minutes after official class start time; **no work is to be added to the wall or other critique area after a critique begins.**
- It is your responsibility to inform yourself of any content, announcements, or requirements that you miss due to late arrivals. Do not interrupt class to ask about these. Remain after class if you have questions.
- 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, messages, play games, check e-mail, surf the web, visit social media, etc.
- Laptops are to be used for course related purposes only when in class.
- Please do not eat during class.
- Socializing and making unnecessary noise, including clicking on devices, during lectures, critiques, or when other students are presenting material, is counterproductive and inconsiderate.
- Do not use tabletops as a cutting surface—use approved portable cutting surfaces only.

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](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

Academic Integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy F15-7](#) 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. Visit the [Student Conduct and Ethical Development](#) website for more information.

GD111

GRADING RUBRIC

Final Project Grade (out of 12 pts)

Weekly Assignments Grade (out of 12 pts)

Final Grade

- 24 = A+
- 22 = A
- 20 = A-
- 18 = B+
- 16 = B
- 14 = B-
- 12 = C+
- 10 = C
- 8 = C-
- 6 = D+
- 4 = D
- 2 = D-
- 0 = F

	PROBLEM-SOLVING + CRITICAL THINKING	FORMGIVING + PRESENTATION	CREATIVITY + RELEVANCE	PARTICIPATION + PREPARATION
0 Does not meet project criteria / specifications	0 Sloppy; poor presentation	0 Obvious or inappropriate solution	0 Not committed, no engagement with assignment. Does not submit work on time.	
1 Addresses some, but not all issues laid forth in the project description	1 Little attention to presentation; craft / media not well-considered; needs clean ups	1 Relies on generalization; not particularly relevant; safe	1 Did the work as a means of fulfilling an assignment. Little participation. Project submitted on time.	
2 Meets all project criteria	2 Shows struggle, but exhibits solid attempt to understand media and craft	2 Shows invention and a stretch of traditional thought applications; critical thinking	2 Engagement is evident; even if struggle is the result. Frequent participation.	
3 Exceeds project criteria	3 Excellent presentation; competent use of media	3 Highly inventive; surprising	3 Inspired; great commitment of time and effort.	