

San José State University
Graphic Design – Department of Design
24768 DSGD 83, Section 03, Spring 2020

Course and Contact Information

Instructor:	Elizabeth Briggs
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Office Hours:	M/W 11:30 am - 12:00 pm
Class Days/Time:	M/W 6:00 - 8:50 pm
Classroom:	Art & Design Bldg. Rm. 201
Prerequisites:	None

Course Format

The course format is a studio-oriented class with technology requirements. This means that the student is required to attend each and every class period and attendance will be taken. The student is also expected to have access to technology tools including a personal laptop computer. This computer is required to be present during class periods therefore a "desktop" style computer at home is not acceptable. Appropriate arrangements for a laptop must be made to register and be successful in this class. The student shall be prepared with this laptop at the first class meeting of the semester. No exceptions shall be made.

Important Web Pages and Class Messaging

Copies of the course materials such as the syllabus, assignment handouts, grading, etc. may be found on the course CANVAS website. You may find your link to this website on MySJSU, along with your login/password info. You are responsible for regularly checking with the messaging system in CANVAS for course updates, assignments, etc. All class correspondence will also be managed through the class CANVAS site.

Course Description

Digital Applications Basics focuses on examining and developing the technical and intuitive skills designers use to visually and psychologically manipulate and control their audience for communicative effect. Additionally, the class will introduce prospective Graphic Design majors to the fundamental skills of the major. This class is also intended for other majors wishing to learn the basics and acquire proficiency using the Adobe CC suite.

Class time will be devoted to frequent lectures, individual assignments, occasional critiques, continuous demonstrations of relevant principles, and supervised work on class projects. Homework will be continually assigned to coincide with classroom lectures and demonstrations. There will also be a research component that will introduce students to significant historical and relevant contemporary graphic designers as well as important fine artists. The content gathered will be used for the final project assignment.

Strong drawing and design skills are not as essential for class success as astute visual sensitivity, but all students must display tremendous self-discipline to do well. It is not expected that students will possess equal skill levels or equal levels of self-discipline upon entering the class, however students whose skills are weak entering the class will be expected to work harder than their peers to achieve comparable grades. Emphasis will be placed on executing the assignments precisely as described, with a high degree of competence and accuracy.

Course Learning Outcomes (CLO)

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

- Have a working command and functional skills using Adobe Illustrator, InDesign and Photoshop.
- Have an understanding of all aspects of composition and page layout and color theory.
- Be introduced to typography and proper usage and expression using type.
- Demonstrate an understanding of the terminology, shortcut keys, tools and techniques used in design production.
- Have knowledge of historically important and significant contemporary Graphic Designers as well as related fine artists.

Required Texts / Readings

Textbook

No textbook is required however suggested readings will be posted and are expected to be read and/or reviewed. Additionally a significant amount of reading and researching is required to become aware of historically important designers and artists.

Other Technology Requirements / Equipment / Material

Estimated cost of materials will vary depending on whether a student has already purchased or has access to the necessary electronic equipment.

Laptop

It should be understood that a laptop is required on the first day of classes. It is very important that it is ***powerful enough*** to efficiently and effectively run the Adobe suite of software including Illustrator, InDesign and Photoshop. Please consult a qualified professional at a retail outlet to make sure that your current hardware or intended hardware is acceptable. DO NOT expect instructor to provide specific hardware requirements. Students may use either Mac or PC platform but a desktop computer is NOT acceptable under any circumstances.

Software

The Adobe suite of software is available for FREE from the University when a student is registered for this class. Instructions will be given for downloading and access on the first day of class. Do not personally purchase this software. *It is very expensive and not necessary.*

Additional Materials (This is not a course fee)

A color personal printer with scanning ability will be very handy as students will be printing out assignments regularly and scanning a tremendous amount of materials. If a student does not have this they will need to pay for these prints and find access to scanning on campus. There are options available.

A student must have access to a digital camera. The camera attached to most mobile phones will be acceptable although if a student already has a digital camera they should bring it. Purchasing one is *not required*.

Drawing tablets such as Wacom are nice to have *but not required*.

A final printed project is required to pass this class and the costs associated vary widely depending on the student's design. A range of \$20-\$50 can be expected.

Course Requirements and Assignments

Components of a student's grade will include graded both large and small assignments as well as self-directed sketch practice and research. Students will be engaged in demos, discussions and critiques during class meeting times and are expected to attend each and every class period. Missing classes will guarantee falling behind in the class. Each assignment is designed to build upon the previous learning and skills acquired.

Regular homework assignments are given and are expected to take from 4-10 hours per week. These assignments are designed to instill critical thinking, practice skills and discovery of topics important to the major. They are given at the end of each class period and are generally due immediately before the next class meeting. Assignments are handed in and posted on Canvas as well as brought physically to class as instructed. A short grace period for late posting assignments is provided however this will result in lost value for the assignment and if not careful repeated habit can seriously affect the student's ultimate outcome and success. Each assignment has an expiration date/time after which it will not be accepted and will receive a 0 value.

There are no make-up assignments. Expired assignments will only be accepted if previous arrangements have been made with the instructor at least two days *before the assignment is due*. Emails immediately prior to class do not constitute a previous arrangement. Regardless, late assignments, even if accepted as above, will be given a lower grade.

University's Credit Hour Requirement

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

A mid-term test, quizzes and a final book project are required to complete and pass this course. The content for the final project is performed and compiled throughout the semester and is expected to be done faithfully and independently. If the student fails to complete and submit a final book project on time a failing grade will be given for the course. A student cannot expect to pass without the submission of these deliverables. The final project is due on the last day of instruction and is returned with comments and a grade on the final examination date determined by the University.

Grading Information

Standard SJSU A-F system:	Grading is weighted as follows:
A+, A, A- / 100+ - 91% / Excellent	Adobe Illustrator Assignments 25%
B+, B, B- / 90 – 81% / Above Average	Photoshop Assignments 25%
C+, C, C- / 80-71% / Average	Midterm Reviews 20%
D / 70-61% / Below Average	InDesign Assignments & Final Project 30%
F / Below 61% / Failure	

Determination of Grades

- A student's grade is largely determined by their professional attitude, their conduct, and their ability to follow instructions accurately and meet their deadlines. Above all, students are graded on the intelligence they demonstrate while they pursue, question, attempt, evaluate, struggle, succeed and/or fail at their assignments.
- Missing assignments, not completing work, failure to participate, or not turning in assignments (in the proper format) on due dates almost guarantees a failing, or extremely low grade.
- A point value system is used for evaluation. Total achievable points are clearly stated for each assignment. Point values are weighted and correspond to and follow the standard SJSU A-F system shown above.
- Occasionally there are extra credit opportunities and they are clearly communicated.
- Percentage weight assigned to various class assignments are listed above.
- A short grace period for late posting of assignments is provided however this will result in lost value for the assignment and if not careful repeated habit can seriously affect the student's ultimate outcome and success. Each assignment has an expiration date/time after which it will not be accepted and will receive a 0 value.
- This course must be passed with a C or better as a CSU graduation requirement.

In Class Activity & Participation

The student's willingness and ability to actively and vocally participate during in-class activities will either positively or negatively will affect the final grade at the sole discretion of the professor usually at no more than a 10% range. It is the student's responsibility to monitor and keep up their participation in critiques and other class discussions on a daily basis. If a student fails to speak up and participate in discussions they cannot expect to be fully successful in their career and their grade will be reflected of this fact. Regular reminders and encouragement to participate will be given to the class in general and pointed out to individuals as necessary.

Classroom Protocol

1. Be on time. Late arrivals disrupt the class.
2. Turn off your cell phone. No cell phone usage in the classroom.
3. Private conversations during lectures and class discussions are not permitted.
4. No aromatic foods are allowed in any of the classrooms.
5. Classes are crowded. Please be attentive to your personal hygiene.
6. Fill the front seats first.
7. No headphones during class. This means no personal music players or iPods.
8. No checking email or using laptops for any activity not related to the class.
9. No spray mount or fixative spraying in the class.
10. Do not use the tabletops as a cutting surface.
11. Do not leave valuable items unattended.
12. Do not leave the classroom without cleaning your area.

University Policies (Required)

Per University Policy S16-9 (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/> Make sure to review these University policies and resources.

24768 DSGD 83, Section 03, Spring 2020 Course Schedule

The schedule is subject to change with fair notice and will be updated on the Canvas site.

Course Schedule

Week	Topics, Readings, Assignments, Deadlines
1	Green Sheet Overview and Introductions. Knowledge Quiz. Discussion and loading of Software.
2	Lecture #1 Design Toolbox. Introduction to Adobe Illustrator with simple line and pen tool assignments. Lecture #2 Design Detective, Introduction to Research Project. Lecture #3 Positive/Negative. Illustrator square assignment.
3	Demos: Simple Icon Creation: Align, Pathfinder, Complex Icon Creation: Rotation, Gradation. Assignments: Simply Icons, Design Detective Search, Complex Icons, Themed Reference Search.
4	Lecture #4 Color. Demos: Swatch Palette, Family Asset Creation, Vector Asset Creation. Assignments: Color Palette Assignment, Vector Asset Collection
5	Demos: Simple Patterns, Complex Repeat Patterns. Assignments: Simple Repeat Pattern, Complex Tiling Pattern
6	Introduction to Photoshop. Lecture #5 Resolution, Photoshop Photo Repair Tools. Assignments: Greeting Card - Design a Simple Seasonal Card, Old Photo Repair, File Resolution Comparison Matrix
7	Demos: Photoshop Selections, Understanding Layers, Blending Modes. Assignments: Photo Transformation Using Selections, Designer Homage Poster Using Layers
8	Demos: Photoshop Understanding Levels & Curves, Masks & Channels. Lecture #6 Composition Foundations, Basic Photography Skills. Assignments: Simple Composite, 5 Different Photo Self Portraits, Study for Midterm Test
9	Midterm Test: Concepts. Assignment: PhotoShop Portrait Midterm Project. Working day, individual help.
10	Midterm Project Review & Peer Evaluations. Demos: Photoshop Advanced Composite Techniques, Smart Filters, Puppet Warp, Perspective Adjustment.
11	Lecture #7 Intro to Typography, Lecture #8 Typography Classification. Assignments: Designer Text Portrait, Headline Type & Layout Inspiration, Copy Fitting, Kerning Game
12	Typography Quiz. Lecture #10 Composition & The Grid. Demos: Layout Tracing, InDesign Master Pages. Assignments: Traced Page Layouts & Large Layout Thumbnails, Beginning Page Layout
13	Focus: Page Layout Design for Design Detective Book. Assignments: Final Master Page Layouts & Fonts, Design Detective Decision Sheet.
14	Focus: Production for Design Detective Book, Introduction Portfolio Final Project. Assignments: Production on Design Detective Book, Final Layout & Font approval due, Chapter Divider & Cover discussion.
15	Focus: Production for Design Detective Book, Portfolio Project. Demo - Table of Contents, Artist List, Packager. Assignments: Production of book, Chapter Divider & Cover approval due.
16	Final Design Detective Book Due. Assignment: Finish Portfolio Project.
Final Exam	Project Portfolio Due.