

DSGD 083: Digital Applications Basics

Spring 2020, Section 04

Instructor: Alice Chung
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Class Days & Time: Fri 10:00 am – 12:00 pm, 1:00pm – 4:00pm
Classroom: Art building Room 201
Office Hours: Fri 12:00 pm – 1:00 pm
Office Location: Art building Room 118

Course Website

This course uses Canvas system: <https://sjsu.instructure.com>.

Copies of the course materials such as the syllabus, tentative schedule, description of assignments, and a list of references will be posted on the Canvas.

Course Description

(From the SJSU catalog:) "The fundamental use of features and functions inherent within graphic software programs for graphic design." Normal Grade Rules. 3 Units.

Course Goals

The goal of *Digital Applications Basics* is to develop a working knowledge of Adobe Photoshop, Illustrator, and Indesign. We will visit concepts and topics in contemporary design to build a foundation for print and on-screen design production.

In addition to hands-on design assignments, there will be group critiques, work-in-progress discussions, and project presentations. These sessions are designed to provide opportunities to 1) gather feedback from the instructor and peers and 2) develop languages to contextualize and communicate their design concepts and processes.

Course Learning Objectives

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

LO 1 – have a working knowledge of Adobe Illustrator, Adobe Photoshop, and Adobe Indesign.

LO 2 – understand the fundamentals of digital image rendering and image processing processes.

LO 3 – develop a workflow for digital image production.

LO 3 – understand the fundamentals of on- and off-screen color theory.

LO 5 – find references for contemporary design theory and principles.

LO 6 – build a basic toolkit for communicating their design work.

Required Texts/Reading

Each week, students will be required to watch/read/experience online materials (videos, short articles, websites, etc.). These will be listed in the "**Schedule**" document (linked in the Canvas frontpage).

Required Materials

- A laptop computer
- Software: Adobe Illustrator, Photoshop, InDesign
- Data backup system (cloud drives recommended)
- Wireless network access: Password and other login help <https://sjsuone.sjsu.edu/>
- A digital drawing tablet or a standard mouse

Printing

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.

The printing allowance includes course-related materials only:

- 50 Black and White (8.5 x 11) or (11 x 17)
- 30 Color (8.5 x 11) or (11 x 17) prints.

Library Resources (liaison)

"The SJSU Library supports student access to information with in-person reference at the King Library Reference Desk and specialized support for Design online at <https://libguides.sjsu.edu/design> or by

appointment with Librarian Teresa Slobuski. She may be contacted at teresa.slobuski@sjsu.edu or 808-2318."

Course Requirements

Required Works / Grade Breakdown

Mini Projects:	5% × 5 projects	=	25%
Midterm Project:			30%
Final Project:			40%
Participation:			5%

"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 Evaluation

"Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment."

Grading

Project grades will be assigned on a scale of 0 to 4, corresponding to the letter grades F to A as outlined in this document. On-time presentation of all preliminary roughs and final comps, as well as progress during in-class working sessions, will be noted towards participation and preparation.

The project and course performance will be evaluated according to the following components: Each project will be graded upon completion and assigned a letter grade according to the University policy—A through F.

Grading Policy

- During the semester 5 + 3 + 3 = 11 deadlines are scheduled (see the "**Schedule**" document) for five mini projects, a midterm, and a final project.

- ▶ In the case of a schedule conflict, please inform the instructor at least 7 days before the deadline.
- A grading rubric for each project will be provided and explained at the time of the assignment.
- No extensions will be given except in cases of documented emergencies, serious illness.
 - ▶ If such a circumstance should arise, please contact the instructor as early as possible and be ready to provide documentation.
- Assignments will lose a full letter grade for each day late. Deadlines, including last submission time will be listed on the "**Assignment**" and "**Schedule**" documents.
 - ▶ Late submission for most of the assignments will be accepted until one week after its due date, but NOT be accepted after one week from the deadline. In such cases, a grade of zero credit will be entered.
- Projects cannot be redone for re-evaluation.

Grading 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 and demonstrates little understanding of the 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.

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 requested to observe the following etiquette guidelines:

- Students must take every step necessary to minimize distractions during class.
- Please do not eat during class.
- No spray-mount adhesive spraying in the class.
- Do not use tabletops as a cutting surface.

Email policy

- Emails will be the official channel to communicate with the instructor. They will be checked regularly 10am-3pm M-Th, excluding holidays.
- Please be mindful that, emails will be checked irregularly outside of the above hours.
- Emails will be the official means for keeping records. For example, if you talked with me about schedule conflicts during the class hours, please also email me a brief reminder about it.
- Please keep them professional, but brief. (Take a moment to read this guideline. Skip to the list: <https://www.insidehighered.com/views/2015/04/16/advice-students-so-they-dont-sound-silly-emails-essay>)

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."

You will find all syllabus related University Policies and resources information listed on GUP's Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>

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 section at <http://info.sjsu.edu/static/catalog/policies.html>.

Add/drop deadlines can be found on the current academic calendar web page located at <http://www.sjsu.edu/academics/>. The Late Drop Policy is available at: <http://www.sjsu.edu/aars/policies/>.

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 at <http://www.sjsu.edu/advising/>.

Accommodations for Students with Disabilities

Presidential Directive 97-03 requires that students with disabilities requesting accommodations register with the Accessible Education Center (AEC) <https://www.sjsu.edu/aec/> to establish a record of their disability. AEC will contact the instructor with further details, if needed.

If special arrangements are needed in cases of emergency or if the building must be evacuated, please make arrangements with the instructor.

Student Technology Resources

Computer labs and other resources for student use are available in:

- Associated Students Print & Technology Center at <http://www.sjsu.edu/as/departments/print-technology-center/> on the Student Union (East Wing 2nd floor Suite 2600)
- The Spartan Floor at the King Library at <https://library.sjsu.edu/floor-plans/king-library-floor-plans?f=4>
- Student Computing Services at <http://library.sjsu.edu/student-computing-services/student-computing-services-center>
- Computers at the Martin Luther King Library for public at large at <https://www.sjpl.org/wireless>
- Additional computer labs may be available in your department/college

A wide variety of audio-visual equipment is available for student checkout from Collaboration & Academic Technology Services located in IRC Building. These items include 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.

Counseling and Psychological Services

The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Carlos in the new Student Wellness Center, Room 300B. Professional psychologists, social workers, and counselors are available to provide confidential consultations on issues of student mental health, campus climate, or psychological and academic issues on an individual, couple, or group basis. We also offer numerous workshops for students every semester.

To schedule an appointment or learn more information, visit Counseling and Psychological Services website at <http://www.sjsu.edu/counseling>.

SJSU Cares

Students experiencing challenges meeting their basic needs including, but not limited to, access to food, shelter, and a safe space are encouraged to contact SJSU Cares. Students who feel that their class performance may be affected by these challenges are encouraged to notify their professors, if comfortable doing so. Faculty members may be able to provide flexibility within the course for students working with a case manager.

Visit SJSU Cares (<http://www.sjsu.edu/sjsucares/>) to find out more information.

SJSU Writing Center

The SJSU Writing Center offers a variety of free resources to help students become better writers. The center offers writing resources, workshops, and one-on-one and small-group tutoring sessions. Services support writing for students in all disciplines and at all levels. The SJSU Writing Center has two in-person locations, Clark Hall, Suite 126 and MLK Library, 2nd floor. Workshops and tutoring is also available through online platforms.

To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at <http://www.sjsu.edu/writingcenter>.

SJSU Peer Connections

Peer Connections is your campus-wide resource for mentoring (time management, note taking, learning strategies, adjusting to college, etc.) and tutoring (including over 120 different courses and undergraduate writing). In addition, Peer Connections provides classroom support through Supplemental Instruction Leaders, Learning Assistants, Peer Mentors, and Embedded Tutors. Your instructor will announce if a Peer Educator is in your class. Peer Connections also has space for studying and offers breakfast snacks for students each day while supplies last. All services are FREE to SJSU students.

For more information on services, hours, locations, or a list of current student success workshops, please visit the website at <http://peerconnections.sjsu.edu>.