San José State University
Department of Design,
DsGD 104, Introduction to Graphic Design
Section 01, Spring 2019

Course and Contact Information

Instructor:	Randall Sexton, Professor
Office Location:	Art Building, A233
Telephone:	408-924-4387
Email:	randall.sexton@sjsu.edu
Office Hours:	Tue/Thur 11:00 a.m.– 12:00 noon.
Class Days/Time:	Tue/Thur 3:00 p.m.– 5:50 p.m.
Classroom:	Art 216
Prerequisites:	DsGD 100, DsGD 99, Repeatable for credit, Normal Grade Rules

Course Format

Computer/Software Requirements

- Wireless laptop computer with software (Adobe Creative Suite)
- Reliable data backup
- Wireless network access: http://its.sjsu.edu/services/sjsuone/
- Appropriate type fonts software (Helvetica type family required as in project description).
- Flash drive

Faculty Web Page and MySJSU Messaging
Copies of the course materials such as the syllabus, major assignments, project handouts, etc. may be found on Canvas: MySJSU. You are also responsible for regularly checking with the messaging system through MySJSU.

Course Description
Familiarization to form and message development. Emphasis on visual concepts and fundamental design theory. Course is repeatable for a total of 6 units.

The course also promotes the critical examination of ideas, two-dimensional spaces, and three-dimensional structures, time based visual narratives, including the relationship between some production methods and materials.

Critiques, work-in-progress discussions, and assigned project reviews form the basis for group discussions within this class. You will be encouraged to develop evaluative skills and articulate them in the critique format. You will also be challenged to determine goals and to make observations and decisions that result in concise, informative, and engaging visual statements.

Course Content Learning Outcomes

Upon successful completion of this course, you will, through experimentation, careful analysis, and evaluation, establish a basis for visual problem solving utilizing the following interrelated theories.

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

LO 1 – identify, utilize and develop the design elements for effective visual compositions;
LO 2 – identify, and utilize the interrelated design theories on how to build and work with the elements;
LO 3 – apply the attributes of communication design and develop effective design methodology and process for solving visual problems;
LO 4 – apply design theories and concepts when working with design elements and attributes into visible ideas;
LO 5 – arrange and compose information to make compelling and experimental visual expressions for presentation.

Library Resources:

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

Recommended Readings

Visual Grammar, Christian Leborg
ISBN: 1568985819

Graphic Design Manual, Armin Hofmann
ISBN: 3721200063

Introduction to Two-Dimensional Design: Understanding Form and Function, John Bowers, Wiley
ISBN: 0470163755

Computer/Software and Material Requirements
• Wireless laptop computer with software (Adobe Creative Suite)
• ink-jet printer (11 x 17 recommended)
• Flash drive
• Appropriate type fonts
• Always have your working digital files, and research and reference materials
• Reliable data backup
• Wireless network access: www.sjsu.edu/sjsuone/
• Drawing implements and papers, pencils, felt-tip markers (basic set)
• Clear push-pins
• Metal non-slip cutting rule (Schaedler precision rules also recommended)
• X-acto knife and #11 blades in dispenser/disposal unit
• Portable cutting surface (required for cutting in classrooms)
• Graphic arts adhesive (no spraying allowed in building)

Expenses (this is not a course fee):
The estimated cost for semester course related supplies/materials is $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 print lab policy's, as well as wireless printing procedures; the printing allowance includes course related materials only, 50 Black and White (8.5 x 11) or (11 x 17) and 30 color (8.5 x 11) or (11 x 17) prints.

Administrative Policies

This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this course, so in order to professionally and effectively deliver the curriculum it is necessary to establish some ground rules. Students are expected to read this syllabus thoroughly and to observe all of the regulations laid out below.

Course Requirements and Assignments

This is a studio-intensive course where 5 assigned project, will address the graphic design program Learning Objectives: Critiques, work-in-progress discussions, and assigned project reviews form the basis for group discussions within this class. You will be encouraged to develop evaluative skills and articulate them in the critique format. You will also be challenged to determine goals and to make observations and decisions that result in concise, informative, and engaging visual statements.

 "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."

Note: All students seeking the BFA in Graphic Design must participate in a portfolio end of the semester review.

Because the Professional Design Program is highly demanding, it is necessary that each student who plans entry at the upper division level, Bachelor of Fine Art Degree, submit a portfolio for faculty review. The portfolio is an advising an admission procedure to assure that students are prepared for advanced classes.

The Graphic Design Program requires completion of the following course before submitting portfolios. (SJSU courses or equivalents) Art 24, DsGD 63, DsGD 83, DsGD 99, DsGD 100, DsGD104.

Please note: students who have earned 90 units or more may not change majors except by special permission. Any request for change of major may be denied for students whose time remaining to complete the requirements for a degree would significantly increase.

Grading Information

Participation Effect on 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, "on-time" means that work is on the wall or otherwise placed as requested prior to the start of any critique or presentation.

The project and course performance will be evaluated according to the following components: Each project (five) will be graded upon completion and assigned a letter grade according to the University policy—A through F. An incomplete will be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. Bases for the grading are:

Problem solving skills - LO 1~3

Planning, organizing, research and content gathering (message development), analysis, sketching and content integration. The verbal/visual investigation of form and function.

Formgiving skills - LO 4~5

Design exploration, development, and refinement. The synthesis of the elements, principles, and attributes of form into an effective, evocative visual solution.

Participation and Preparation - LO 4
Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

Project grades will be weighted according to the following percentages:

Project 1	20%
Project 2	20%
Project 3	20%
Project 4	20%
Project 5	20%

Grading Scale
A minus, A, A plus = 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 minus, B, B plus = 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 minus, C, C plus = 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 minus, D, D plus = 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.

Important Notes about Grading
All assignments are graded; therefore, you should do your best on them or your course grade will be adversely affected. It is very important to complete all projects because:

1) Each develops a skill necessary for successful completion of 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 opportunities for extra credit projects given in this class.

Classroom Protocol

This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this semester, so in order to professionally and effectively deliver the curriculum it is necessary to establish some ground rules. Students are expected to read this syllabus thoroughly and to observe all of the regulations laid out below.

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.

- Have in possession your working digital files, research and reference materials.

- Students are expected to arrive on time and to 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 pains not to disturb other students when you leave.

- Announcements, handouts, and assignments are issued at the beginning of class. All critiques begin 15 minutes after official class start time; no work is to be added to the wall after a critique begins. It is your responsibility to inform yourself of any announcements or requirements that you miss due to late arrivals. Please 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-mails, surf the web, pop into Facebook, Twitter, etc.

- In class Laptops are to be used for course related purposes only.

- Do not eat in classrooms – strictly enforced.

- Socializing during lectures or when other students are presenting material for the benefit of the class is counterproductive and inconsiderate.

- No spray-mount adhesive spraying in the classroom.

- Do not use tabletops as a cutting surface.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic

integrity, accommodations, etc. are available on Office of Graduate and Undergraduate Programs' and Academic Senate website.
http://www.sjsu.edu/gup/syllabusinfo/
http://www.sjsu.edu/senate/policies/pol_grades_reg_grad_fees/index.html

Campus Emergency Numbers

Police 911
Escort Service 4-2222

DsGD 104, Introduction to Graphic Design, Spring 2019, Course Schedule

All dates are subject to change with notice given at a prior meeting.

Week	Date	Topics, Readings, Assignments, Deadlines
1 Th	01 | 24	project discussion, work in class
2 T	01 | 29	brief map review, work in class
2 Th	01 | 31	work in class discussions
3 T	02 | 05	map review review/feedback
3 Th	02 | 07	work in class discussions
4 T	02 | 12	map phase completed
4 Th	02 | 14	project discussion, work in class
5 T	02 | 19	brief review/feedback
5 Th	02 | 21	work in class discussions
6 T	02 | 26	review and feedback
6 Th	02 | 28	work in class discussions
7 T	03 | 05	map and poster due
7 Th	03 | 07	project discussion
8 T	03 | 12	review and feedback
8 Th	03 | 14	work in class discussions
9 T	03 | 19	folding review and feedback
9 Th	03 | 21	Completed
10 T	03 | 26	project discussion
10 Th	03 | 28	work in class discussions
11 T	04 | 02	Spring recess
11 Th	04 | 04	Spring recess
12 T	04 | 09	3-D review and feedback
12 Th	04 | 11	work in class, and discussion
13 T	04 | 16	Completed

Week	Date	Topics, Readings, Assignments, Deadlines
13 Th	04 | 18	project discussion, work in class
14 T	04 | 23	storyboard reviews
14 Th	04 | 25	work in class discussions
15 T	04 | 30	animation review, work in class
15 Th	05 | 02	work in class discussions
16 T	05 | 07	work in class discussions
16 Th	05 | 09	Completed
18 T	05 | 21	Portfolios Due (3PM)