

**San José State University**  
**Department of Design, Graphic Design Program**  
**DsGD 104, Introduction to Graphic Design**  
**Section 02, Spring 2020**

**Course and Contact Information**

<b>Instructor:</b>	Julio Martínez
<b>Office Location:</b>	Art Building 233
<b>Email:</b>	julio.martinez@sjsu.edu
<b>Office Hours:</b>	Mon/Wed 11:15-11:45am
<b>Class Days/Time:</b>	Mon/Wed 8:00am-10:50am
<b>Classroom:</b>	Art 201
<b>Prerequisites:</b>	DSGD 99, DSGD 100

**Computer/Software Requirements**

- Wireless laptop computer with software (Adobe Creative Suite) and fonts (Adobe Fonts)
- Reliable data backup
- Wireless network access: <http://its.sjsu.edu/services/sjsuone/>

**Faculty Web Page and MySJSU Messaging**

Course materials such as syllabus, handouts, assignment instructions, etc. can be found on Canvas. You are responsible for regularly checking this site to learn of any updates.

**Course Description**

Familiarization to form and message development. Emphasis on visual concepts and fundamental design theory.

**Course Goals**

The goal of this course is to contribute to the student's discovery and understanding of the basic objectives and methods used in Graphic Design.

**Course Learning Outcomes (CLO)**

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

- LO 1 – Demonstrate educational philosophies and goals that facilitate the development of a creative professional who can analyze problems from many different perspectives;
- LO 2 – Demonstrate the knowledge to gather, evaluate, and apply appropriate and necessary information and research findings to creatively and innovatively problem solve;
- LO 3 – Demonstrate the knowledge to synthesize information and generate multiple concepts and/or multiple design responses to programmatic requirements and criteria;
- LO 4 – Demonstrate the ability to express ideas clearly through visual technology producing design presentations across a range of appropriate media.

**Recommended Readings & Textbooks**

Readings & book recommendations will be provided throughout the course.

## Other/equipment/material

- Always have your working digital files, and research and reference materials
- Digital color printer (capable of 13x19 output if practical)
- Black, gray, and color markers, extra fine to wide
- Clear push pins
- Metal non-slip cutting ruler
- 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)

## 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 Gareth Scott. He may be contacted at [gareth.scott@sjsu.edu](mailto:gareth.scott@sjsu.edu)

## Course Requirements and Assignments

This course will include lectures, group discussions, presentations, and class time allotted for creative work. Participation in discussions, work sessions, and critiques is vital to the success of this class.

The course is comprised of five major projects and a number of other in-class activities. The objectives and parameters of each project will be described in detail during class. It will be your responsibility to take notes and ask questions as necessary until you fully understand the assignment. In addition to the major assignments, several small exercises will also be assigned. These include in-class exercises, readings, quizzes, etc.

This is a three-hour class. We will often take one scheduled 10-minute break halfway through the class period. 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, 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 tools and materials for continuing work on the assignment.

Projects are due at the beginning of each class, which means that your work must be displayed and ready for critique at that time. This may require that you arrive at class in advance so that you are on time. If you are more than 20 minutes late for class, you will be counted as tardy and it is possible that we may not critique your work.

## Grading Information

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.

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. 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. Bases for the grading are noted below:

### Problem solving skills - LO 1~2

Planning, organizing, research and content gathering (message development), analysis, sketching and content integration. Showing solid ideas and a thorough range of exploration in developing directions.

### Formgiving and Presentation skills - LO 3~ 4

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, includes the skill, dexterity, and attention to detail exhibited in presentation; the quality of line and form necessary for effective visual communication. Effectiveness and visual power of final solution, as well as craftsmanship of all final assignments submitted.

### Participation and Preparation - LO 4

Producing appropriate on-time solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities. Overall engagement, attention to deadlines and participation during classes, exercises, presentations and reviews. Excused absences include religious holidays, a verifiable death in the immediate family or illness with a doctor's note.

### **Grade Distribution**

Project grades will be weighted according to the following percentages:

Project 1	10%
Project 2	20%
Project 3	20%
Project 4	20%
Project 5	20%
Final Presentation + Revisions	10%

### **Grading Scale**

For each major assignment you will be given a written grade sheet evaluating your performance in each of the categories above. Letter grades are assigned according to the following scale:

Grade	Percentage	Description
A plus	96 to 100%	Exceptional work, equal to that of a professional designer.
A	93 to 95%	Excellent and inspired work. Exemplary attitude.
A minus	90 to 92%	Excellent work and attitude.
B plus	86 to 89%	Exceeded the requirements of the assignment. Very good work.
B	83 to 85%	Met or exceeded the requirements of the assignment. Good work.
B minus	80 to 82%	Met the requirements of the assignment. Better than average work.
C plus	76 to 79%	Met the requirements of the assignment. Average work.
C	73 to 75%	Satisfactorily met the minimum requirements of the assignment. Acceptable work.
C minus	70 to 72%	Met the minimum requirements of the assignment. Below average work.
D plus	66 to 69%	Failed to meet requirements. Below average. Poor work and/or effort.
D	63 to 65%	Failed to meet requirements of the assignment. Poor work and/or effort.
D minus	60 to 62%	Failed to meet all requirements of the assignment. Poor work and/or effort.
F	59% or lower	Unacceptable.

### **Assignment Submission**

Specific submission requirements will vary depending on the assignment. Specifics for each printed and/or digital submission will be described in class.

### Revisions

Revisions and refinements are an important component of design—and learning in general. While all projects will have separate Due Dates and Letter Grades throughout the semester, all work will also need to be revised and refined at the end of the semester. The revisions will account for approximately 20% of the grade for each project.

### Deadlines

No extensions will be given except in cases of documented emergencies, serious illness. If such a circumstance should arise, please contact me as early as possible—*before* the pertinent Due Date—and be ready to provide documentation.

### Late Assignments

Late assignments are subject to an F unless prior arrangements have been made. An incomplete will be granted to students with documented extenuating long-term circumstances e.g. debilitating illness, family emergency etc. 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.

### 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. In order to professionally and effectively deliver the curriculum and generate work we can all be proud of, 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.

- In case of an absence, you are responsible to stay on track with deadlines, assignments and anything you may have missed in class.
- Take every step necessary to minimize distractions during class. Socializing during lectures or when other students are is counterproductive and inconsiderate. Be respectful towards your classmates.
- You are expected to arrive on time and to remain in class until the class is over or excused – **late arrivals and/or early departures will be always noted.** If you have a prior engagement that requires you leave before the end of class, please inform me before class ends ensure you do not disturb other students when you leave.
- Announcements, handouts, lectures and assignments are normally 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.
- In class laptops are to be used for course related purposes only. 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, surf the web, pop into Facebook, Twitter, Instagram, TikTok etc.
- **Please do not work on assignments from other classes during our class time.**
- **Please do not eat during class.**
- Help take care of the room and the supplies we all use: Spray-mount adhesives are not allowed to be used in the classroom. Do not use tabletops as a cutting surface.
- It is expected that there will be 4+ hours of homework for each hour of class.

## University Policies

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 class, etc. is 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/> ← **Make sure to visit this page, review and be familiar with these university policies and resources.**

**02/04** Last Day to Drop Courses Without an Entry on Student's Permanent Record

**02/11** Last Day to Add Courses & Register Late

## Campus Emergency Numbers

Police 911

Escort Service 4-2222

## DsGD 104, Introduction to Graphic Design, Course Schedule

All dates are subject to change with notice given at a prior meeting. For specific elements due on each day, consult the class website.

### Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1 M	01/27	Course introduction / Project 1 introduction / Work in class / Exercise
1 W	01/29	Work in class / Exercise
2 M	02/03	Group review / Work in class
2 W	02/05	Work in class / Exercise
3 M	02/10	Individual review / Work in class
3 W	02/12	Group review / Work in class
4 M	02/17	Individual review / Work in class
4 W	02/19	Work in class / Exercise
5 M	02/24	<b>Project 1 Due</b>
5 W	02/26	<b>Project 2 Due / Project 3 intro</b>
6 M	03/02	Work in class / Exercise
6 W	03/04	Individual review / Work in class
7 M	03/09	Small group review / Exercise
7 W	03/11	Individual review / Work in class
8 M	03/16	Small group review / Exercise
8 W	03/18	Individual review / Work in class
9 M	03/23	<b>Project 3 Due</b>
9 W	03/25	<b>No Class</b>
10 M	03/30	<b>Spring break / No Class</b>
10 W	04/01	<b>Spring break / No Class</b>
11 M	04/06	Individual review / Work in class / Project 3 Intro / 30-Day Intro
11 W	04/08	Work in class / Exercise
12 M	04/13	Work in class / Exercise
12 W	04/15	Small group review / Work in class
13 M	04/20	<b>Project 4 Due</b>

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
13 W	04/22	Small group review / Work in class
14 M	04/27	Small group review / Work in class
14 W	04/29	Individual review / Work in class
15 M	05/04	Group review / Work in class
15 W	05/06	<b>Project 5 Due / BFA Portfolios Due</b>
16 M	05/11	<b>Last Day of Instruction / Project Presentations / Revisions Due</b>