

**San José State University**  
**Department of Design, Graphic Design Program**  
**DsGD 150 Degree Project: Senior Studio**  
**Section 01, Spring 2020**

**Course and Contact Information**

<b>Instructor:</b>	Connie Hwang
<b>Office Location:</b>	Art Building 233
<b>Email:</b>	connie.hwang@sjsu.edu
<b>Office Hours:</b>	Mon/Wed 11am–12pm (Feb 3–Mar 23; Apr 6–May 6)
<b>Class Days/Time:</b>	Mon/Wed 8–11:20am
<b>Classroom:</b>	IS 226
<b>Prerequisites:</b>	Pass BFA Portfolio Review, DSGD 105, DSGD 186
<b>Credits:</b>	This class is four semester units and graded.

**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. will be notified by the instructor. You are responsible for regularly checking with the messaging system through MySJSU on Spartan App Portal <http://one.sjsu.edu> (or other communication system as indicated by the instructor) to learn of any updates.

**Course Description**

This in-depth studies course focuses on research concerning current issues in visual communication, information, and graphic design fields. This course is for procuring the undergraduate degree in BFA Graphic Design degree where the student will develop an individual design approach, process, and methodology for the application of graphic design solutions as the thesis project that will fulfill the criteria expected for graduation.

**Course Goals**

The goal of the BFA thesis project is to focus, clarify, and communicate what is important to you. This is an opportunity to use and expand your critical making skills toward a project with a topic, scope and outcome that you define. My hope is that this experience will give you the opportunity to develop your authentic voice as a designer, rigor in research and making, deeper reflexivity (about yourself, the topic, the discipline), and greater critical insight.

**Course Learning Outcomes (CLO)**

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

- LO 1 – expressing your creativity and exploring personal interests through your work; developing an authentic voice as a designer;
- LO 2 – producing coherent, compelling visual communication; using design as a vehicle for enhanced meaning and expression;
- LO 3 – conducting rigorous research;
- LO 4 – developing a method and process for working; making steady progress while allowing for risk, diversion, expansion;
- LO 5 – committing ideas to form with a high level of craft and care;
- LO 6 – reflecting critically on your work and the work of others;

LO 7 – developing a deeper understanding of the role of the designer in society;

LO 8 – presenting your work to an audience

### **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)
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### **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 15 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:

Form-giving and Presentation Skills - LO 1, 2, 5, 8

Demonstration of skills in craft, visual design, presentation, and communication.

Problem-solving skills - LO 1~8

Fulfillment of project's criteria. Reflective of student's research, planning, organizing, analysis, and networking of knowledge and insights.

#### Participation and Preparation - LO 3, 4, 6, 7

Participation, motivation, and personal commitment. Willingness to experiment, take risks, and broaden horizons. Engaged in class critiques and activities. Shows initiative and supports colleagues. Excused absences include religious holidays, a verifiable death in the immediate family or illness with a doctor's note.

#### Creativity + Relevance - LO 1, 2, 6, 7

Attention to the quality of ideas, development of critical thought, authenticity and voice. Demonstrates critical thinking by engaging with the material, and stretching beyond generalizations and expected, safe solutions.

### **Grade Distribution**

Project grades will be weighted according to the following percentages:

BFA Thesis Proposal	10%
Revisions	40%
Mid-term Check-in	10%
Thesis	20%
Process Book	20%

### **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	Points	Description
A plus	1000 to 970	Exceptional work, equal to that of a professional designer.
A	969 to 940	Excellent and inspired work. Exemplary attitude.
A minus	939 to 900	Excellent work and attitude.
B plus	899 to 870	Exceeded the requirements of the assignment. Very good work.
B	869 to 840	Met or exceeded the requirements of the assignment. Good work.
B minus	839 to 800	Met the requirements of the assignment. Better than average work.
C plus	799 to 770	Met the requirements of the assignment. Average work.
C	769 to 740	Satisfactorily met the minimum requirements of the assignment. Acceptable work.
C minus	739 to 700	Met the minimum requirements of the assignment. Below average work.
D plus	699 to 670	Failed to meet requirements. Below average. Poor work and/or effort.
D	669 to 640	Failed to meet requirements of the assignment. Poor work and/or effort.
D minus	639 to 600	Failed to meet all requirements of the assignment. Poor work and/or effort.
F	599 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.

### **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/>.

### DsGD 150 Degree Project: Senior Studio, Course Schedule

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

Week	Date	Topics, Readings, Assignments, Deadlines
1 M	01/27	<b>Course intro / Thesis proposal</b>
1 W	01/29	Group review

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
1 F	01/31	<b>Thesis proposal due</b>
2 M	02/03	Group review
2 W	02/05	Work in class
3 M	02/10	<b>Revision 1 due</b>
3 W	02/12	Individual review
4 M	02/17	Small group review
4 W	02/19	Small group review
5 M	02/24	<b>Revision 2 due</b>
5 W	02/26	Individual review
6 M	03/02	Small group review
6 W	03/04	Small group review
7 M	03/09	<b>Revision 3 due</b>
7 W	03/11	Individual review
8 M	03/16	Group review
8 W	03/18	Work in class
8 F	03/20	<b>Mid-term check-in</b>
9 M	03/23	Group review
9 W	03/25	No Class
10 M	03/30	Spring break / No Class
10 W	04/01	Spring break / No Class
11 M	04/06	<b>Revision 4 due</b>
11 W	04/08	Individual review
12 M	04/13	Small group review
12 W	04/15	Small group review
13 M	04/20	<b>Revision 5 due</b>
13 W	04/22	Group review
14 M	04/27	<b>Thesis due</b>
14 W	04/29	Individual review / Work in class
15 M	05/04	Individual review / Work in class
15 W	05/06	<b>Process book due</b>
16	05/11–14	<b>Thesis and process book on display at the senior show</b>