

class meets tth
3pm–5:50pm
24895
at art 201

this course is 3 semester
units and graded.

INSTRUCTOR: Andrea English
OFFICE LOCATION: Art 118
TELEPHONE: No office phone
EMAIL: andrea.english@sjsu.edu
OFFICE HOURS: Drop-in: tu th 11am–12noon
CLASS DAYS/TIME: tu th 3pm–5.50pm
CLASSROOM: Art 201
PREREQUISITES: DsGD 99 and DsGD 100
UNITS: this course is 3 semester units and graded

Course syllabus and handouts available on Canvas

Course Format

MySJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System course login website at <http://sjsu.instructure.com>
You are responsible for regularly checking with the messaging system through MySJSU at <http://my.sjsu.edu> to learn of any updates.

Course Description

In-depth study of current issues in the design fields. Utilizes interdisciplinary approaches and concepts to provide a capstone experience for the design studies student.

This course satisfies 3 units and addresses the resolution project of the BA Design Studies program with emphasis in Graphic Design. As this is the final requirement for the BA Design Studies Degree, the degree project is expected to represent a significant body of work accomplished over the course of four years in the Department of Design program, through fitting the appropriate form to its content and audience, culminating in the design of an exhibit of the work. A substantial amount of student activity in the studio will address acquiring and refining these skills and knowledge.

andrea english
lecturer
graphic design

Student Learning Objectives

This is a studio-intensive course where 5 assigned projects will address the definition of personal strengths, identification of specific career choices prior to graduation, as well as employment of design output to enhance relationships between people in modern information society. Critiques, work-in-progress discussions, and assigned project reviews form the basis for group discussions within this class. You will be encouraged to apply 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.

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Course Learning Outcomes (CLO)

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:

CLO 1: investigating and deepening design process and recognize design strategy as a creative process

CLO 2: define personal strengths and identify specific career choices prior to graduation

CLO 3: employ design as the means to enhance relationships between people in modern information society

CLO 4: demonstrate uncompromising/high professional standard for model making (materials, and craftsmanship)

CLO 5: apply time management tools effectively

CLO 6: organize information to make compelling and experimental visual expressions for presentation.

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Required Texts / Readings

- *Navigating a Sea Change*, Lauralee Alben, 2002
at http://www.seachangedesign.com/navigating_a_sea_change.pdf
- Sea Change Design Institute
at <http://seachangedesign.com/>

Suggested Books

- The Elements of Typographic Style
Robert Bringhurst
ISBN-13: 978-0881792126
- The Universal Traveler: a Soft-Systems guide to creativity, problem-solving, and the process of reaching goals
Don Koberg and Jim Bagnall
ISBN-13: 978-1-56052-679-7
- Introduction to Graphic Design Methodologies and Processes: Understanding Theory and Application,
John Bowers, John Wiely & Sons, Inc., Canada.
ISBN-13: 978-0470504
- It's Not How Good You Are, Its How Good You Want to Be
Paul Arden, Phaidon Press, USA
ISBN-10: 0714843377
- Design Matters: Portfolios 01: An Essential Primer for Today's Competitive Market
Maura Keller, Rockport Publishers, USA
ISBN-10: 1592536026

Other technology requirements / equipment / material

1. Portable computer with software—adobe CC and fonts (required)
2. Sketchbook
3. reliable data backup
4. Cutting mat approximately 18"x24" (recommended), digital camera (access), ink-jet printer (11"x17" recommended), metal ruler, pencils: basic set, push-pins, "x-acto" knife

Expenses (this is not a course fee)

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 the print lab policy's, including wireless printing procedures; the printing allowance includes course-related materials only: 50 B/W prints and 30 color prints.

Course Requirements and Assignments

Increasingly, the contemporary role of the designer includes not simply that of form-giver but also problem-solver. Consequently, designers need the ability to creatively examine complex issues, and the content and information that is developed from these examinations, must be given form. The purpose of this course is to introduce the students to a design model that sees design as the conscious planning and meaningful action that creates relationship to humanity, nature, spirit, and time.

Through two intensive workshops, lectures and hands-on projects, students will explore and discover a broader context in which to practice design. They will use design thinking and techniques to help them see, analyze, synthesize, and visualize. Through an intensive experience in how to design intentions, meaningful actions that source from their true sense of purpose and passion, they will gain a greater awareness and a deeper understanding of the role of design in their lives and their work.

Five major projects will be assigned. Several preliminary presentations leading up to each final project will be required. The fifth project will be due on the last day of class and is independently designed outside class.

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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.

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Note: students are expected to be familiar or to independently make themselves familiar with basic digital graphics applications or any applications pertinent to their projects, as these will not be taught in class. In-class work days will be scheduled, however a formidable amount of out-of-class work will also be necessary.

Final Examination or Evaluation

Each project will be graded upon completion and assigned a letter grade according to the University policy—A through F. Late projects are subject to an F unless prior arrangements have been made (health, family emergency, etc.) An incomplete will only be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. Semester projects cannot be re-done for re-evaluation, no exceptions.

Process evaluation:

Project 1 (300 points total): Thumbnails (150 points) plus 1-option (150 points)

Project 2, 3, and 4 (300 points total): Thumbnails (100 points), 2-options (100 points), plus 1-option (100 points)

Final evaluation:

Project 1–5 (300 points total):

. **Problem solving skills CLO 1–3:** (90 points)

Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.

. **Form giving skills CLO 1, 3, and 6:** (90 points)

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.

. **Presentation skills CLO 4 and 6:** (90 points)

The skill, dexterity, and attention to detail exhibited in presentation. The quality of line and form necessary for effective visual communication.

. **Participation and Preparation CLO 1, 2, and 5:** (30 points)

Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques, activities, and work in class.

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NOTE: According to University Policy F15-12, Students are expected to attend all meetings for the courses in which they are enrolled as they are responsible for material discussed therein and active participation is frequently essential to ensure maximum benefit to all class members. In some cases, attendance is fundamental to course objectives; for example, students may be required to interact with others in the class. Attendance is the responsibility of the student. Participation may be used as a criterion for grading when the parameters and their evaluation are clearly defined in the course syllabus and the percentage of the overall grade is stated.

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Grading Information

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 a portion of these projects can lower your course grade substantially.

Determination of Grades

A plus = 98%–100% = Superior work, all criteria have been surpassed in a distinguished manner

A = 94%–97% = Superior work, all criteria have been surpassed

A minus = 90%–93%

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 plus = 87%–89%

B = 84%–86% = Very good work, all criteria have been met

B minus = 80%–83%

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 plus = 77%–79%

C = 74%–76% = Adequate, average work

C minus = 70%–73%

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 plus = 67%–69%

D = 64%–66% = Meeting minimum work required at below average quality

D minus = 60%–63%

Student produces the minimum work required at below average quality and demonstrates little understanding of the principles

F = 0%–59% = Failure to meet the course requirements

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.

The semester grade will be weighted according to the following percentages:

Project 1: 20%	600 points total = Process (300pts) and Final (300pts)
Project 2: 20%	600 points total = Process (300pts) and Final (300pts)
Project 3: 20%	600 points total = Process (300pts) and Final (300pts)
Project 4: 20%	600 points total = Process (300pts) and Final (300pts)
Project 5: 10%	300 points total = Final (300pts)
Other: 10%	300 points total

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Lauralee Alben will be giving a **guest lecture on “Creativity”** for all DSGN197 students on **Wednesday, February 12th at 7pm in #133**. The scheduled Sea Change Design Process workshops on **2/11, 2/13, and 03/19** are mandatory participation as they lay the contextual foundation for project 2 and 3 and therefore strongly drive the content and quality of the projects.

Deadlines

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.

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 day late. Graded assignments more than 3 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

- Be on time and remain in class until class is over.
- Phones off or on vibrate mode.
- Laptops are to be used for course related purposes only.
- No electronic device use not directly pertaining to your participation. (loose participation points)
- When eating during class be respectful of your classmates. (smells, spills, noises)
- No personal talking during critiques
- No spray-mount adhesive spraying in the class.
- No cutting on tabletops.

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 of class, etc. is available on Office of Graduate and Undergraduate Programs’ Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>

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 subject to change
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	t	th
1 01/23		INTRO / GREENSHEETS
2 01/28—01/30	Samples P1: kick off P1: INTERVIEWS	1. <i>KS: Mau</i> P1: work in class P1: REVIEW—Thumbnails
3 02/04—02/06	2. <i>KS: Fixed vs Growth Mindset</i> LECTURE: SCDP P1: work in class	3. <i>KS: Robinson</i> P1: REVIEW—1 option
4 02/11—02/13	CALLING WORKSHOP group 1	WED NIGHT: 7pm–9pm: #133 <i>Creativity Lecture by</i> <i>Lauralee Alben</i>
5 02/18—02/20	4. <i>KS: Brown</i> P1: work in class	P1: PRESENTATION + process (p4) P2: kick off
6 02/25—02/27	5. <i>KS: Bolte-Taylor</i> P2: LECTURE: HARMONIC PATTERNS P2: work in class	6. <i>KS: Schwartzberg</i> P2: REVIEW—Thumbnails P2: work in class
7 03/03—03/05	7. <i>KS: Lima</i> P2: REVIEW—2 options half size	8. <i>KS: Roosegaarde</i> P2: work in class
8 03/10—03/12	9. <i>KS: McDonough</i> P2: REVIEW—1 option full size	P2: PRESENTATION + P4 process P3: kick off: P3: biomimicry game HW Content Research
9 03/17—03/19	P3: Group Intention, Name & Artifact /	RIPPLING WORKSHOP
10 03/24—03/26	P2: work in class P3: REVIEW—Thumbnails	10. <i>KS: Earle</i> P3: work in class
11 03/31—04/02	SPRING BREAK	SPRING BREAK
12 04/07—04/09	P3: REVIEW—2 options	11. <i>KS: Ceibo Alliance</i> P3: work in class
13 04/14—04/16	P3: REVIEW—1 option	P3: PRESENTATION + P4 process P4: kick off
14 04/21—04/23	12. <i>KS: Buckminster Fuller</i> P4: InDesign Tutorial, samples, Business cards, resume info—work in class <i>Monday 04/20 gallery set up</i>	P4: work in class P4: REVIEW—Thumbnails
15 04/28—04/30	13. <i>KS: Neri Oxman</i> P4: work in class	P4: REVIEW— 2 options for 3 spreads /1 chapter
16 05/05—05/07	P4: REVIEW— 1 option for 3 spreads /3 chapters	14. <i>KS: Wallace</i> P4: work in class P4: REVIEW—bc & resume <i>Friday 05/08 gallery take down</i>
17 05/14	2.45pm to 5pm	Final Exam: P4 + P5: PRESENTATION