

San José State University / Department of Design
DSGD 197 / 28787 / Sec. 4
BA Senior Project
Spring 2020

Instructor	Gregory Hom, preferred to be called Gregory
Office Location	327
Telephone	(408) 497-3511, cell phone, use it to text or call me if you're late or not going to come to class for some reason, please make sure you tell me your name in your text (I cannot know who you are by your number)
Email	Gregory.Hom@sjsu.edu or Gregory@fishbowldesign.com
Office Hours	Tue/Thu 2:30pm-3:00pm, by appointment please
Class Days/Time	Tue/Thu 6:00pm-8:50pm
Classroom	Art 212
Prerequisites	Prerequisite: DSGD 93, DSGD 99 and DSGD 104
Course Materials	Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at https://sites.google.com/a/sjsu.edu/dsgd197/ . You are responsible for regularly checking this site to learn of any updates.

Course Format

Technology Intensive

This course requires in-class laptop use, wireless printing to class printers, Adobe Creative Cloud (Illustrator and Photoshop at minimum), and font software. Complete and reliable data backup is essential. Out-of-class printing purchases may also be required.

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on [Canvas Learning Management System course login website](http://sjsu.instructure.com) at <http://sjsu.instructure.com>. You are responsible for regularly checking with the Canvas messaging system and through your SJSU One (<https://one.sjsu.edu>) email, IM, etc. to learn of any updates.

Course Description

This course defines and investigates design practices, processes, materials, and vocation and their effects on society, environment, business, and intellectual property. Lectures, discussions, and group and individual exercises and projects explore applications of design thinking for positive local to global outcomes.

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:

CLO 1 – Define their personal strengths and identify specific career choices prior to graduation through investigating design process.

CLO 2 – Employ graphic design output as the means to enhance relationships between people in modern information society.

CLO 3 – Demonstrate an uncompromising and high professional standard for model making (techniques, tools, materials, and craftsmanship).

CLO 4 – Recognize design strategy system as a creative process and apply time management tools effectively.

CLO 5 – Organize information to make compelling and experimental visual expressions for presentation.

Recommended Texts/Readings

Introduction to Graphic Design Methodologies and Processes: Understanding Theory and Application, John Bowers, John Wiley & Sons, Inc., Canada. ISBN 13: 978-0470504

It's Not How Good You Are, It's 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

Course Requirements and Assignments

At least three (3) projects will be assigned in this course which will include group research aspects, creative concept ideation, refinement, and reporting of results addressing CLO 1–5. Projects will be turned in in paper and/or PDF form.

Brief in-class exercises and lecture response forms will also be collected relating to all Course Learning Objectives throughout the semester (see below for participation effect on grading).

The [University Policy S16-9](#), Course Syllabi requires the following language to be included in the syllabus:

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 Examination or Evaluation

To aid in the retention of key course material, a final examination based on overall content of the course will be given at the university-assigned final exam time. The exam will count as a full project grade and will be based on a standard 100 point scale with each question in proportioned points. Final exam grade scale:

90-100	A (90-94 A-; 95-96 A; 97-100 A+)
80-89	B (80-83 B-; 84-86 B; 87-89 B+)
70-79	C (70-73 C-; 74-76 C; 77-79 C+)
60-69	D
00-59	F

Grading Information

The project and course performance will be evaluated according to the following components In addition to the final exam, three graded projects will be assigned and will be graded 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. Bases for the grading are clarity and relevance to CLO 1–6, with the attention to detail in presentation, grammar, spelling, etc., expected in all university courses.

Participation Effect on Grading

Project grades will be assigned on a scale of 0 to 4, corresponding to the letter grades F to A. Projects will be graded in the areas of concept, form, objectives, and execution. Active engagement in the course material is required throughout the semester: an in-class project or response/participation form will be collected at each class session. Students missing only one of these participation requirements will be rewarded by the addition of one-quarter point to their semester score. Missing three will cause the deduction of one quarter point; missing four, a deduction of one half point; missing six, of one point; and missing eight or more will result in a failure grade. Project scores are averaged and this participation score figured in. Due to the addition or subtraction of participation scores, project scores are not the only basis for semester grades. Written documentation (such as a doctor's appointment or court summons) must be provided for 'excused' absence consideration.

Grading Scale

A-, A, A+ = Excellence (3.7–4.0)

Student consistently delivers creative and high quality work and demonstrates the ability to explore alternative options as well as the ability to make intelligent and informed decisions. Student is able to refine final solutions to peer and instructor feedback. Student shows the ability to communicate ideas clearly and completely, both visually and in writing. Well-crafted and informed arguments support all decisions. All projects are complete and on time. Student demonstrates a strong, engaged effort. 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 technical problem areas. Student shows the ability to communicate strong rationale for 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 decisions. Student demonstrates a basic understanding of the principles presented in class and may have some 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 presented in the course.

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 coherent ideas and technical ability as required. Student has little or no involvement in class discussions, repeatedly misses deadlines or activities, 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

It is very important to complete all projects because:

- 1) Each develops an understanding 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 individual opportunities for extra credit projects given in this class. At the instructor's discretion and direction, an extra credit opportunity may be given to the entire class for participation outside design exhibition attendance or other specific relevant activity.

Project grades will be weighted according to the following percentages (adjusted if different quantity):

Project 1	30%
Project 2	30%
Project 3	30%
Participation	10%

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 required to observe the following:

- Students must take every step necessary to minimize distractions during class.
- Students are expected to arrive on time and to remain in class until the class is over, or excused. If you have a prior engagement that requires you leave before the end of class, please inform the instructor before class and take care not to disturb other students when you leave.
- Critiques begin 15 minutes after official class start time; **no work is to be added to the wall or other critique area after a critique begins.**
- It is your responsibility to inform yourself of any content, announcements, or requirements that you miss due to late arrivals. 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-mail, surf the web, visit social media, etc.
- Laptops are to be used for course related purposes only when in class.
- Please do not eat during class.

- Socializing and making unnecessary noise, including clicking on devices, during lectures, critiques, or when other students are presenting material, is counterproductive and inconsiderate.
- Do not use tabletops as a cutting surface—use approved portable cutting surfaces only.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be 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/>

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.

Recording of Class and Public Sharing of Instructor Material

University Policy S12-7, <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor's permission to record the course:

- "Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material." In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- "Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent."

Final Exam Venue and Time

Art Building 212, Date and Time TBD

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Course Schedule

Schedule is subject to change with fair notice. Notice will be given in class and via email.

Class	Date	Topics, Readings, Assignments, Deadlines
1	01/23 (TH)	_ Course overview and objectives _ Q&A
2	01/28 (TU)	_ Introduction to Project 1, Building Awareness
3	01/30 (TH)	_ Work in class
4	02/04 (TU)	_ Work in class
5	02/06 (TH)	_ Work in class
6	02/11 (TU)	_ Work in class
7	02/13 (TH)	_ Work in class
8	02/18 (TU)	_ Work in class
9	02/20 (TH)	_ Project 1, Building Awareness Due _ Introduction to Project 2, Discovering the Relationships Between Design and the Human Experience
10	02/25 (TU)	_ Work in class
11	02/27 (TH)	_ Work in class
12	03/03 (TU)	_ Work in class
13	03/05 (TH)	_ Work in class
14	03/10 (TU)	_ Work in class
15	03/12 (TH)	_ Work in class
16	03/17 (TU)	_ Project 2, Discovering the Relationships Between Design and the Human Experience Due _ Introduction to Project 3, Leveraging Your Callings into Organizational Intentions

Class	Date	Topics, Readings, Assignments, Deadlines
17	03/19 (TH)	_ Work in class
18	03/24 (TU)	_ Work in class
19	03/26 (TH)	_ Work in class
20	03/31 (TU)	Spring Recess
21	04/02 (TH)	Spring Recess
22	04/07 (TU)	_ Work in class
23	04/09 (TH)	_ Work in class
24	04/14 (TU)	_ Work in class
25	04/16 (TH)	_ Work in class
26	04/21 (TU)	_ Work in class
27	04/23 (TH)	_ Work in class
28	04/28 (TU)	_ Work in class
29	04/30 (TH)	_ Work in class
30	04/05 (TU)	_ Final critiques
31	04/07 (TH)	Last day of class, yeah!
32	04/00) (TU)	Final, day to be announced