

# dsgn 197\_03

ba senior project #29155  
spring 2011

mo&wed 15:30–17:20  
room art 212  
san jose state university

## andrea english

### office hours:

mo&wed 8:00–8:30 & 11.30–12.30

room art 229

ae\_communications@mac.com

### prerequisites

12 units of course work in the area of emphasis.

#### • emphasis in gd

dsgd 99, dsgd 104, dsgd 105 or dsgd 83

### required readings:

class website:

<http://www.sjsu.edu/people/andrea.english/courses/dsgn197>

articles downloadable as pdf's:

click on lauralee alben under resources & find:

- *navigating a sea change*  
lauralee alben, 2002
- *at the heart of interaction design*  
lauralee alben, 1997

### learning objectives

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 acts that influence our relationships to one another, those yet unborn, to the sacred, and the web of life, of which we are a part.

through lectures, workshops 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.

four major projects will be assigned. several preliminary presentations leading up to each final project will be required.

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.

### costs & fees

there is a \$21 printing fee for the course (incl. b/w (8.5 x 11) or (11 x 17) and 15 color (8.5 x 11) or (11 x 17) prints). overall cost of printouts and supplies for

this course will vary according to individual. use of the workshop is included in this fee.

### the shop safety test

the safety test will be scheduled by the instructor at the beginning of semester. students who use the shop facilities will be required to pay a **\$20 fee** to take the shop safety test before they can use the facility. the fee must be paid prior to the student taking the shop safety test. students may pay at the **bursar's office**, located in the student services center, directly into **fund 62089** with cash, check, or atm debit card. the test and fee are required **only once a calendar year**, so if your students took the test in the fall 2010, they will not be required to pay this fee again until fall 2011. if students paid the fee in spring 2010, they must pay the fee again for spring 2011. in order for students to **take the shop safety test** and use the school of art & design shop facilities, they **must**:

- bring a receipt for fee paid at bursar's office.
- must provide proof of enrollment in a 3-unit art/design course (show a copy of class schedules to the shop facility to update enrollment status).

### grading policy

each class exercise 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.). semester projects cannot be re-designed for grade.

### grading scale

20% exercises & workshops participation  
20% project 1  
20% project 2  
20% project 3  
20% project 4

### grading criteria

**process:** extensive exploration and idea generation

throughout the project

**communication:** the message is clear and the meaning

is conveyed effectively

**aesthetics:** visual beauty and appropriateness of the design solution

**innovation:** solutions are not only creative (unpredictable), but also used appropriately in relation to the message/meaning

**tradecraft:** pay attention to detail, cleanliness and professional presentation

### in class policy

be on time, late arrivals disrupt the class, and will be noted

private conversations during lectures and class discussions are not permitted

no spray-mount adhesives spraying in the class

do not use table tops as a cutting surface

phones off

do not leave the classroom without cleaning

your area

### required in-class materials

research and reference materials

pencil, kneaded eraser, ruler

sketching paper and tracing pad

clear pushpins for presentation days

laptop computers with indesign, photoshop,

adobe illustrator, powerpoint

wireless network access: [www.sjsu.edu/sjsuone](http://www.sjsu.edu/sjsuone)

### other recommended materials

digital camera or other photographic device, general art supplies such as: pencil, eraser, black, grey and color markers, 9x12 marker and tracing pads, metal ruler, x-acto knife, digital color printer capable of 13x19 output

schaedler precision rules, metal non-slip cutting rule, portable cutting surface (required)

### campus emergency numbers

police 911 escort service 4.2222

if you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. presidential directive 97-03 requires that students with disabilities requesting accommodations must register with drc to establish a record of their disability. individuals with disabilities may contact the disability resource center on campus, 408 924 6000, administration building 110, for a variety of formats such as braille, large print, sign interpreters, assistive listening devices, audio tape, and accommodations for physical accessibility.

### student affairs

the division of student affairs provides a wide variety of services—career development, health and wellness, campus life, leadership development, cross cultural experiences, disability resources, psychological counseling, student housing, recreation, and co-curricular events. if you are interested in learning more about the departments and opportunities and services, please visit <http://www.studentaffairs.sjsu.edu/departments/index.html>

### sjsu plagiarism policy

as stipulated in the california code of regulations, section 41301, cheating or plagiarism in connection with an academic program at a campus may warrant expulsion, suspension, probation or a lesser sanction.

at sjsu plagiarism is the act of representing the work of another as one's own (without giving appropriate credit) regardless of how that work was obtained, and submitting it to fulfill academic requirements. plagiarism at sjsu includes but is not limited to:

the act of incorporating the ideas, words, sentences, paragraphs, or parts thereof, or the specific substance of another's work, without giving appropriate credit, and representing the product as one's own work; and

representing another's artistic/scholarly works such as musical compositions, computer programs, photographs, paintings, drawings, sculptures or similar works as one's own.

your own commitment to learning, as evidenced by your enrollment at san josé state university, and the university's academic integrity policy requires you to be honest in all your academic course work.

faculty members are required to report all infractions to the office of judicial affairs. the policy on academic integrity can be found at:

<http://www2.sjsu.edu/senate/s04-12.pdf>