San José State University
Department of Design, Graphic Design Program
DsGD 103A, Advanced Typography I
Section 01, Spring 2022

Course and Contact Information

Instructor:	Randall Sexton, Professor
Office Location:	On-Line
Telephone:	Email Only
Email:	randall.sexton@sjsu.edu
Office Hours:	On-Line Tue/Thur by Appointment, 11:00 a.m.– 12:00 noon.
Class Days/Time:	Tue/Thur 3:00 p.m.– 5:50 p.m.
Classroom:	IS226
Prerequisites:	Pass BFA Portfolio Review, DSGD 105, DSGD 186

Course Format

Computer/Software Requirements

- Wireless laptop computer with software (Adobe Creative Suite)
- Reliable data backup
- Wireless network access: https://one.sjsu.edu
- Appropriate type font software
- Flash drive

Faculty Web Page and MySJSU/Canvas Messaging

Copies of the course materials such as the syllabus, major assignments, project handouts, etc. may be found on Canvas: https://www.sjsu.edu/ecampus/software-tools/teaching-tools/canvas/index.phpYou are also responsible for regularly checking with the messaging system through https://one.sjsu.edu.

Course Description

Advanced conceptual investigations, verbal and visual problem-solving utilizing typography and image.

Course Goals

The course offers a semester long studio experience exploring methods of organization, and problem solving used in visual communication. You will engage in the experimental analysis, and the evaluation of design in 2D spaces interpreting ideas, utilizing text and display letterforms, employ visual metaphor(s), with fundamental design theories and methodologies designers use to clarify, synthesize, and dramatize the familiar world.

Course Learning Outcomes (CLO)

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

LO 1 – Understand form perception (how information is visually perceived)

LO 2 – Develop an awareness of aesthetic values (why things look good or bad, and how things can be improved)

LO 3 – Acquire knowledge and skills in processes of visual construction and visual translation, two and three-dimensional environments (how things are put together)

LO 4 – Develop critical judgment for work produced under the designer's direction (how things are crafted)

LO 5 - Develop an advanced visual research methodology to identify, analyze, define problems, and to synthesize complex variables into a satisfying solution (how to use creative design methods)

LO 6 - Develop an aptitude to distinguish relevance from voguish imitations

LO 7 - Develop a capacity to communicate concepts and requirements, verbally as well as visually

Recommended Readings

The Elements of Typographic Style
ISBN-13: 978-0881791327
ISBN-10: 0881791326

Typography: Macro and Micro aesthetics
ISBN-13: 978-3721203486
ISBN-10: 3721203488

Graphic Design Processes: Universal to Unique
ISBN-10: 0442008392
ISBN-13: 978-0442008390

Other/equipment/material

- Always have your working digital files, and research and reference materials
- Digital color printer (capable of 13x19 output if practical)
- Clear push-pins
- Metal non-slip cutting rule (Schaedler precision rules also recommended)
- 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)

Expenses (this is not a course fee):
Estimated cost for semester supplies/materials is $200 and will vary according to the individual.

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.

Course Requirements and Assignments
This is a studio-intensive course where two (2) assigned project, will address the graphic design program Learning Objectives: Critiques, work-in-progress discussions, and assigned project reviews form the basis for group discussions within this class. You will be encouraged to develop 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.

Note: "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."

All students in this course must participate in an end of the semester BFA review, date TBD.

Grading Information

Participation Effect on Grading – Project grades will be assigned on a scale of 0 to 4, corresponding to the letter grades F to A as outlined in this document. 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. 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. An incomplete will be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. Bases for the grading are:

Problem Solving and Preparation Skills - LO 1, 5, 6, 7

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

Formgiving and Presentation Skills - LO 2, 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; the quality of line and form necessary for effective visual communication.

Project grades will be weighted according to the following percentages:

| Project 1 | 50% |
| Project 2 | 50% |

Grading Scale

A minus, A, A plus = Excellence (3.7–4.0)
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 that support 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 minus, B, B plus = Very good work (2.7–3.6)
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 minus, C, C plus = Adequate, average work (1.7–2.6)
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 minus, D, D plus = 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.

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 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.

Name DsGD 103A: Project #		D							C				B				A			
Value	0.0	0.6	0.8	1.0	1.2	1.4	1.6	1.8	2.0	2.2	2.4	2.6	2.8	3.0	3.2	3.4	3.6	3.7	4.0	
Problem Solving and Preparation Skills																				0.00
Formgiving and Presentation Skills																				0.00
																				0.00 Grade

Important Notes about Grading
All assignment are graded, therefore you should do your best on them or your course grade will be adversely affected.

It is essential 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.

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 2 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.

Session/Classroom Protocol
This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this semester, so in order to professionally and effectively deliver the curriculum 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.

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 requested to observe the following etiquette guidelines:

- Students must take every step necessary to minimize distractions during zoom sessions.

- Always have in possession your working digital files.

- Students are expected to arrive on time and to remain in session(s) until the class is over or excused – late arrival and/or early departure will be noted. If you have a prior engagement that requires you leave before the end of class, please inform the instructor before class.

- Announcements, handouts, and assignments are issued at the beginning of class, via email, or canvas. It is your responsibility to inform yourself of any announcements or requirements that you miss due to missed days or late arrivals.

- No eating or drinking in class, strictly enforced.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. are available on Office of Graduate and Undergraduate Programs' and Academic Senate website.

http://www.sjsu.edu/gup/syllabusinfo/
https://www.sjsu.edu/senate/university-policies/policies-by-category/policy-grades-registration-fees-schedule.php

Campus Emergency Numbers

Police 911
Escort Service 4-2222

COVID-19 Vaccination Information

https://www.sjsu.edu/healthadvisories/vaccination.php

…masks or face coverings must be worn by everyone while inside campus facilities… strictly enforced.

DsGD 103A, Advanced Typography I, Spring 2022, Course Schedule

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

	Week	Date	Topics, Readings, Assignments, Deadlines
1	1 Th	01 | 27	project discussions
2	2 T	02 | 01	review of topics, and discussions
3	2 Th	02 | 03	individual discussions
4	3 T	02 | 08	research outlines completed
5	3 Th	02 | 10	individual discussions
6	4 T	02 | 15	reviews, and discussions
7	4 Th	02 | 17	individual discussions
8	5 T	02 | 22	reviews, and discussions
9	5 Th	02 | 24	individual discussions
10	6 T	03 | 01	reviews, and discussions
11	6 Th	03 | 03	individual discussions
12	7 T	03 | 08	reviews, and discussions
13	7 Th	03 | 10	individual discussions
14	8 T	03 | 15	reviews, and discussions
15	8 Th	03 | 17	individual discussions
16	9 T	03 | 22	completed
17	9 Th	03 | 24	project discussions

	Week	Date	Topics, Readings, Assignments, Deadlines
18	10 T	03 | 29	spring recess
19	10 Th	04 | 31	spring recess
20	11 T	04 | 05	review of topics, and discussions
21	11 Th	04 | 07	individual discussions
22	12 T	04 | 12	research outlines completed
23	12 Th	04 | 14	individual discussions
24	13 T	04 | 19	reviews, and discussions
25	13 Th	04 | 21	individual discussions
26	14 T	04 | 26	reviews, and discussions
27	14 Th	04 | 28	individual discussions
28	15 T	05 | 03	reviews, and discussions
29	15 Th	05 | 05	individual discussion
30	16 T	05 | 10	individual discussion
31	16 Th	05 | 12	Completed