

San José State University
Department of Design
DSGD 104, Introduction to Graphic Design
Section 8
Spring, 2022

Instructor:	Joe Miller
Office Location:	See Canvas for instructions and online links
Email:	joe.miller@sjsu.edu
Office Hour:	Monday 11:00am–12:00pm (Pacific), contact for online appointments
Class Days/Time:	Monday and Wednesday 12:00pm–2:50pm
Classroom:	See Canvas for instructions and online links; Art 201 if announced
Prerequisite:	DSGD 100

Course Format

This section of DSGD 104 is hybrid and is scheduled to have most meetings and group activities online. Platforms will include, but are not limited to, Zoom, Canvas, and Slack. At the discretion of the instructor, there may be opportunities to meet in person when deemed appropriate to project parameters and other course criteria. Our designated room is Art 201 but will depend on need and nature of any activity.

Technology Intensive

This course requires computer use with reliable internet connection, camera and microphone, access to and proficiency in Adobe Creative Cloud (Illustrator, Photoshop, InDesign, and Acrobat at minimum), and font software. Complete and reliable data backup of all your coursework is essential.

Faculty Web Page and 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

Familiarization with form and message development. Emphasis on visual concepts and fundamental design theory. The course promotes the critical examination of ideas, two-dimensional spaces, three-dimensional structures, and time-based media, including relationships between production methods and materials.

Student Learning Objectives

This is a studio-intensive course where projects will address the graphic design program Student Learning Objectives.

Critiques, work-in-progress discussions, and assigned project reviews form the basis for 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.

Course Content Learning Outcomes

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

- LO 1 – identify, and utilize the design elements for effective visual compositions
- LO 2 – identify, and utilize the interrelated design theories on how to build and work with the elements for effective compositions
- LO 3 – apply the attributes of communication design and develop effective design methodology and process for solving visual problems
- LO 4 – apply design theories and concepts when working with design elements and attributes into visible ideas
- LO 5 - arrange and compose information to make compelling and experimental visual expressions for presentation

Required Texts/Readings

Type: Introduction to Typography (dsgd 99 course reader), Joe Miller
free download at course web page

Recommended Texts/Readings

Visual Grammar, Christian Leborg, 2006, Princeton Architectural Press
ISBN: 1568985819

Graphic Design Manual, Armin Hofmann, 1965–2001
ISBN: 3721200063

This Means This, This Means That: A User's Guide to Semiotics, Sean Hall, Lawrence King Publishing, 2012, ISBN: 1856697355

Additional recommended reading is included in the project description document.

Library Resources (liaison):

The SJSU Library has support for Design online at <http://libguides.sjsu.edu/design>.

Materials Required:

- Laptop computer with appropriate applications (Adobe Creative Cloud) and wireless access
- Appropriate fonts (many also in Creative Cloud apps)
- Always have your working digital files, research, and reference materials at the ready
- Reliable data backup
- Drawing and sketching materials: pencil, markers, paper, etc.
- Digital color printer (capable of 13x19 output if practical)
- 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 and essential at home)
- Graphic arts adhesive (avoid toxic products and do not use spray in buildings)

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. Devices, apps, and services not pertaining to your participation in this class should be turned off before class starts. Plan to be attentive to the instructor and your classmates during class sessions.
- Students are expected to arrive on time and to remain 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 others when you leave. Participation in a class session may be recorded at any time during a class session.
- Formal critiques begin 15 minutes after official class start time; **do not expect your work to be included in a critique or counted for credit if uploaded after the announced deadline.**
- It is your responsibility to inform yourself of any announcements or requirements that you miss during any class time—do not interrupt class to ask about these. Remain after class if you have questions.
- Distractions during critiques, lectures, or when other students are presenting material is counterproductive and inconsiderate.
- No spray adhesives are allowed in the class or building.
- Do not use tabletops as a cutting surface—use approved portable cutting surfaces only.

Grading Policies

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 labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

The project and course performance will be evaluated according to the following components^[1] 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 skills - LO 1~4

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

Formgiving skills - LO 1, 2, and 3

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 - LO 4 and 5

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

Participation and Preparation - LO 4 and 5

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

Project grades will be weighted according to the following percentages:

Project 1	20%
Project 2	20%
Project 3	20%
Project 4	20%
Project 5	20%

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. Projects will be graded in the areas of concept, form, objectives, and execution. Projects must be turned in when due. One full letter grade per meeting will be deducted on late projects. On-time presentation of all preliminary roughs and final comps, as well as progress during in-class working sessions, will be noted towards participation (“on-time” means that work is on the wall or otherwise placed as requested prior to the start of any critique or presentation). Students missing only one of these deadlines 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 participation scores 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.

Due to technical limitations of Canvas, participation will be tracked in “attendance” area, with ‘present’ meaning full participation, ‘late’ meaning partial participation, and ‘absent’ meaning a lack of participation. Attending a meeting without actively participating in a required exercise or discussion, or presenting required material will be marked as ‘absent.’

Grading Scale

A-, A, A+ = 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 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-, B, B+ = 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-, 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 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-, 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

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.

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 very important to complete all projects because:

- 1) Each develops a skill necessary for successful completion of projects.
- 2) Missing one or more of these projects will lower your course grade substantially.

Deadlines

Intermediate and final project due dates will be provided with project documentation. Any changes to due dates will be announced at least one class meeting in advance. 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 extra credit projects in this class.

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 thier 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:

The final project will be due the last regular day of class, Monday, May 16, 2022.

Portfolios for BFA applicants will be due Monday, May 16, 2022—exact time deadline to be announced.