

San José State University
Department of Design
DSGD 111, Design Values and Professional Practices
Sections 5 and 6
Spring, 2022

Course and Contact Information

Instructor:	Joe Miller
Office Location:	See Canvas for online links
Email:	joe.miller@sjsu.edu
Office Hour:	Monday 11:00am–12:00pm (Pacific), contact for online appointments
Class Days/Time:	Section 5: Monday and Wednesday 8:00am–10:50am Section 6: Monday and Wednesday 3:00pm–5:50pm
Classroom:	See Canvas for online links
Prerequisites:	GD majors: DSGD 63, DSGD 83; ANI majors: ANI 50; IT majors: DSIT 33, DSIT 83; ID majors: DSID 22 or DSGD 83.

Course Format

These sections of DSGD 111 are hybrid and are 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.

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). Complete and reliable data backup of all your coursework is essential.

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](#) 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

Through presentations, active investigation, and careful evaluation, students will establish a broad understanding of the following ethical and practical aspects of the field of design.

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

1. Assess the impact of specific design practices on societal and community issues
2. Assess the impact of specific design practices on environmental issues
3. Navigate the rights and responsibilities of designers as employees, contractors, and entrepreneurs
4. Understand the relationship of intellectual property to individuals and to the design field
5. Recognize issues of accessibility in aspects of design projects
6. Employ comprehensive sets of criteria toward achieving sustainability in design projects

Recommended Texts/Readings

The Politics of Design: A (Not So) Global Manual for Visual Communication, Ruben Pater, 2016
ISBN: 9063694229

Extra Bold: A Feminist, Inclusive, Anti-racist, Nonbinary Field Guide for Graphic Designers, Ellen Lupton, Jennifer Tobias, Josh Halstead, Leslie Xia, Kaleena Sales, Farah Kafei, Valentina Vergara, 2021
ISBN: 1616899182

Do Good Design: How Designers Can Change the World, David B. Berman, 2009
ISBN: 032157320X

Designing For Social Change: Strategies for Community-Based Graphic Design, Andrew Shea, 2012
ISBN: 1616890479

Course Requirements and Assignments

At least three (3) letter-graded projects will be assigned in this course which will include group research aspects, creative concept ideation, refinement, and reporting of results addressing CLO 1–6. Projects will be turned in as presentations to the class and PDF documents. The course also includes a graded final exam.

Brief online 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 activity will be collected at class sessions or with online materials. 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 an ‘excused’ absence.

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 presenting required material will be marked as ‘absent.’ This would include silence or irrelevant contributions to a required discussion.

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. All participation exercises and assignments must be turned in by their announced deadlines.

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	25%
Project 2	25%
Project 3	25%
Final Exam	25%

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 a class session until the session is over, or excused. If you have a prior engagement that requires you leave before the end of class, please inform the instructor before the session.
- 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 the session if you have questions about material presented before you arrived, with the understanding that material cannot be re-presented.
- For online sessions, be aware of unnecessary noise or distracting environments that might affect you, your classmates, or the instructor.
- If at all practical, please have your camera on to show yourself in meetings, especially if you are involved in a discussion, presenting, or in a breakout group. *In the professional world it is essential that you be seen in online meetings, and in this class, we adhere as much as possible to professional standards.*
- Do not post or otherwise distribute course meeting links.

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/them. 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. Any presentations, assignments, or other materials presented or provided by the instructor 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 a recording, permission of those students or guests must 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 talks, image sets, exam questions, lecture notes, or homework solutions without instructor consent.

Final Exam Time:

You can take the Final Exam online at a single time of your choosing during Final Exam week.