

San José State University
Department of Design
DSGD 83, Digital Design Basics
Section 3
Spring 2022

Course and Contact Information

Instructor:	Philip Krayna, Senior Lecturer
Class Location:	Zoom Conference + In Person Classes Art 201
Email:	philip.krayna@sjsu.edu
Office Hours:	Online, by appointment, Tuesday 11am-12:00pm
Class Days/Time:	Monday/Wednesday, 6:00pm – 8:50pm

Technology Intensive

This course requires laptop or desktop computer use, access to a black and white (or color) printer, Adobe Creative Cloud (Illustrator, Photoshop, Indesign and Acrobat required, Lightroom is recommended), and font software. Complete and reliable data backup 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 MySJSU (<http://my.sjsu.edu>) email to learn of any updates.

Course Description

The focus of this course is on the fundamental basic design and an introduction to the use of the latest graphic software applications (Adobe Photoshop CC, Illustrator CC and InDesign CC) for graphic designer. This course will introduce these applications as they apply to both the print industry and interactive multimedia production.

Course Learning Outcomes (CLO)

1. Demonstrate an understanding of the terminology, and tools used in graphic design and interactive multimedia production software.
2. Gain an understanding of the difference between Vector and Raster programs.
3. Explain basic attributes of digital graphic design and interactive multimedia software.
4. Gain a level of skill in the use of these software programs. Describe cross platform and online multimedia development issues and techniques. As well as file formats for both the PC and Mac.
5. Identify professional development resources for print and interactive multimedia developers.
6. Explain color theory, Basic Design and Gestalt psychology as it applies to graphic design

Course Requirements and Assignments

This course includes numerous assignments. Final work will be turned in online in PDF format for credit.

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 written 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 towards your final grade in the class.

Grading Policies

This class will consist of three major graded assignments. In addition, you will be assigned weekly individual and group assignments and activities, which will receive ‘points’ upon completion. Each project will be graded upon completion and assigned a numeric grade according to the University policy. Failure to submit a project will result in a grade of zero (F) for that assignment, unless prior arrangements have been made (health, family emergency, etc.) **Projects cannot be redone for reevaluation—however, they may be re-submitted at semester’s end for portfolio improvement purposes.**

Participation Effect on Grading

Your final grade for the class is calculated by **the sum of the points received for the weekly assignments, the average of your letter graded assignments, as well as factoring in your participation and preparation for the class.** On-time presentation(s) of all preliminary rough designs and final concepts, as well as progress during in-class working sessions will be noted, and count towards participation and preparation). Project scores are averaged and participation is a factor. Bases for the grading are:

Grading Scale

A-, A, A+ = Excellence

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

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

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

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

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 subsequent 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.

Classroom Protocol (Including Virtual Class Sessions)

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 login 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.
- 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. Please email me or ask questions after class if you feel like you have missed anything or need clarification.
- 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.
- Please do not eat during class.

- During online lectures or group discussions, please have your video on, and during class please be dressed as you would during a traditional on-campus class. No pajamas ☺

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](#) 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.