

**San José State University**  
**Department of Design**  
**DSGN 100W-01 Spring 2022**

**Course and Contact Information**

Instructor:	Vasiliki (Vicky) Rounti
Office Location:	TBD
Telephone:	TBD
Email:	vasiliki.rounti@sjsu.edu
Virtual Office Hours:	M/W 3:00-4:00pm via Zoom by appointment only
Class Days/Time:	M/W 10:30-11:45pm
Classroom:	BBC 205 ( <a href="https://sjsu.instructure.com/courses/1475794">https://sjsu.instructure.com/courses/1475794</a> )
Prerequisites:	Completion of Core GE; Completion of English 1B, or any Area A3 with “C” or better (not including C-); Satisfaction of Writing Skills Test or ENGL/LLD 100A with a C or better (C- not accepted) and Upper Division standing
GE/SJSU Studies Category:	Area Z

**Course Description**

Advanced writing course for design majors, based upon philosophical issues and current professional practices in design. Clear, analytical and critical writing in examination of these topics. GE Area: Z Prerequisites: A3 or equivalent second semester composition course (with a grade of C- or better); Completion of core GE, satisfaction of Writing Skills Test or ENGL/LLD 100A with a C or better (C- not accepted) and upper division standing. Note: All SJSU Studies courses require completion of WST and upper division standing. Must be passed with C or better to satisfy the CSU Graduation Writing Assessment requirement (GWAR).

**Course Goals**

From the SJSU General Education Guidelines: “Students shall write complete essays that demonstrate college-level (professional) proficiency. Students shall be able to:

1. refine the competencies established in Written Communication 1A and 1B;
2. express (explain, analyze, develop, and criticize) ideas effectively including ideas encountered in multiple readings and expressed in different forms of discourse;

3. and organize and develop essays and documents for both professional and general audiences, including appropriate editorial standards for citing primary and secondary sources.”

### **Course Learning Outcomes (CLO):**

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

1. write with an understanding of the connection of writing to creative process, critical thinking, and design thinking.
2. write correctly, clearly, and concisely.
3. develop a concept or thesis and advocate for it with a well-structured, well-reasoned argument.
4. organize and develop different types of design writing such as descriptions, critiques, reviews, persuasive arguments, and professional documents.
5. proof-read, comment, and critique the writing of others.
6. understand and be comfortable with the dynamics of collaborative writing as a part of design thinking.

### **MYSJSU Messaging and Contact Information**

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 messaging system through [MySJSU](#) on [Spartan App Portal](#) (<http://one.sjsu.edu>) to learn of any updates.

You can contact me via **email:** [vasiliki.rounti@sjsu.edu](mailto:vasiliki.rounti@sjsu.edu), **or Slack** (Use this link to join Slack: [https://join.slack.com/t/dsgn100w-01/shared\\_invite/zt-tekb5a8j-24ko7LfGWY6H3NqaX02zgQ](https://join.slack.com/t/dsgn100w-01/shared_invite/zt-tekb5a8j-24ko7LfGWY6H3NqaX02zgQ))

I am available on the following days and times:

**M/W 3:00pm-7:00pm**

**T/Th/F 9:00am - 7:00pm**

**Virtual office hours M/W 3:00pm-4:00pm (by appointment only) You can book appointments via Canvas if you go to the Calendar found on the left blue sidebar.**

I usually reply within 1 hour after receiving your messages. It might take longer for me to respond to emails and messages on weekends. Be sure to edit your Canvas profile to configure when and how to receive notifications.

## **Texts/Readings**

### **Textbook (Optional)**

*The Everyday Writer*, Andrea Lunsford, Bedford/St. Martin Press: ISBN-13: 978-1457600043, ISBN-10: 1457600048.

### **Other Readings**

There will be individual weekly readings in the form of pdfs, and/or web links sent electronically and made available online through the *Canvas* course website.

### **Other technology requirements / equipment / material**

1. Microsoft Word 2008 or later. Work written in any other word processing software, delivered in any format other than .doc, .docx will not be accepted. **NO pdf files will be accepted for Canvas assignments.**
2. Adobe Acrobat Reader or Preview.
3. Adobe Spark and/or Google Slides.

## **Library Liaison**

Gareth Scott  
Librarian for Art, Art History and Design  
[gareth.scott@sjsu.edu](mailto:gareth.scott@sjsu.edu)  
Phone: (408)-808-2094

## **Course Requirements and Assignments**

- **Lectures and discussions based on readings or videos:** Students are expected to participate in all in-class activities such as discussions, in-class writing activities and/or group work.
- **Projects:** There will be three major projects for this class. For the completion of each project revisions and rewriting will be employed. After your first draft, you will revise and rewrite before the final draft submission. Revisions and rewrites will also occur after each peer review, and after each review by the instructor.
- **Peer Reviews:** All work will be peer reviewed. General comments in the categories of Content, Organization and Language are made at the bottom of the page. Text specific comments are made using the “Comments” tool on the MS Word “Review” tab or the Pages toolbar. Do not make corrections for your peer, but point out errors and issues. You can certainly suggest remedies, but no one learns if someone else fixes things for them. The second draft of each project will be exchanged with a classmate to review, comment, mark up, and send back. You will be evaluated and graded on reviewing, as well as on writing. The instructor will provide the first review and the final review. In total, there are three reviews and three versions of the text.

- **Discussions:** In addition to peer review and editing, there will also be discussions on questions posed by the instructor on Canvas. You will have to provide your answers, as well as comment on at least one of your classmates’ answers.
- **Reflections:** At the end of each project a personal reflection on the students’ progress for each project will be submitted on Canvas.
- **Progress Reports:** Progress reports will be submitted at the end of each week during the 3<sup>rd</sup> Project.
- **In-Class Short Writing Projects:** Short writing activities will take place during the semester for which students will be placed in small random groups and work together to create either a piece of writing and/or a short presentation.
- **Participation:** Students earn participation points from peer review participation, writing activities, and short writing projects.
- **Final presentation:** There will be one final, group presentation at the end of the semester.

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. Other course structures will have equivalent workload expectations as described in the syllabus.

### Grading Information

	Points	Percentage
<i>Resume/Cover Letter</i>	30	15%
<i>Product Review</i>	30	15%
<i>Manifesto</i>	40	20%
<i>Final Presentations</i>	10	5%
<i>Peer Reviews</i>	30	15%
<i>Discussions</i>	15	7.5%
<i>Reflections</i>	15	7.5%
<i>Progress Reports</i>	15	7.5%
<i>In-Class Writing Activities</i>	15	7.5%
<b>Total</b>	<b>200 points</b>	<b>100%</b>

### Evaluation (Grading) Criteria:

- **Content:** except for the first project, inclusion of: title, thesis (or theses), fulfillment of assignment, fully covers subject with sufficient and appropriate content, concept and well supported arguments, revisions.
- **Organization:** outline and content structure, logical development, introduction and conclusion.
- **Language:** use of standard English, grammar, syntax, spelling, punctuation, well-structured sentences and paragraphs, choice of words, use of rhetorical and literary devices like metaphors, similes, alliterations etc.

A+ 98-100	B+ 87-89.9	C+ 77-79.9	D+ 64-69.9
A 94-97.9	B 84-86.9	C 74-76.9	D 60-63.9
A- 90-93.9	B- 80-83.9	C- 70-73.9	F < 60

**This course must be passed with a C or better as an SJSU graduation requirement.**

Conventional rounding methods are used for grading (From 0.01 to 0.04 I round down and from 0.05 to 0.09 I round up)

If your total percentage at the end of the semester is 93.94% that rounds down to 93.9%, which is an A-. I won't be rounding up to 94!

**Important Note:** If you **self-placed** into this course using the guided self-placement process, please be advised that you are expected to be a strong academic writer for 100W level courses. This course focuses on helping you improve your writing skills using topics and materials related to design disciplines and does not teach basic writing skills such as grammar and syntax. If your project scores are low, it is an indication that you may need outside support to pass this class (e.g. meet regularly with a Writing Center advisor etc.) If you don't think that your writing skills are at the level that this class requires, you might also consider enrolling in LLD/ENGL 100A. Please talk to me privately, and immediately, if you have concerns about your writing skills.

**Assignment and Revision policy:**

There are two drafts and one final paper form each major writing project – **three** total per project. Peer reviews will be conducted online. (Note that peer review mark-ups are part of your own final grade.) You will upload to *Canvas* as an attachment your 1<sup>st</sup> draft to the instructor by the designated deadline. This draft will be reviewed, marked up, given a preliminary grade, and handed back. You will then revise and rewrite based on the comments and turn it in via *Canvas* by the designated deadline, according to the format under “Assignment Format and Protocol” below. Do not wait until the last minute to deliver your assignment to *Canvas*. Your 2<sup>nd</sup> draft will be read and reviewed again by one of your peers. Then, you will revise once again and rewrite based on your peer comments and you will submit your 3<sup>rd</sup> and final draft on *Canvas* by the designated deadline. Substantial improvement will result in a higher grade. Perfunctory revisions will result in no change of grade. No revision will result in a lower grade. All revisions should demonstrate thoughtful, meaningful, and substantial changes from one version to the next.

**Revisions are NOT optional!**

**Submissions:** All assignments will be submitted on *Canvas*. I do not accept resubmissions after the grade for the Final draft of a project has been posted.

**Deadlines and Late Submissions Policy:**

It is imperative that students meet all deadlines. I always post reminders on *Canvas* for upcoming deadlines, but it's your responsibility to keep up with the due dates of all assignments. Missed deadlines, without documented excuses, might result in lower or no grades. Do not wait until the last minute to upload assignments to *Canvas*. Except by previous arrangement or with a written medical excuse or documentation of compelling emergency, no credit will be given for final projects turned after the late submission deadline.

Late submissions for the 1<sup>st</sup> and Final drafts will be accepted within 3 days after the original deadline, but you will lose 1 point for every day you're submitting late.

***No late submissions are accepted for the 2<sup>nd</sup> draft (Peer Reviews) of the major projects, Discussions, Reflections or Progress Reports, unless there is a previous arrangement.***

### **Extra Credit:**

Opportunities for extra credit will be determined during the course of the semester.

### **Assignment Format and Protocol:**

All major writing projects (drafts and final) must be written in [MLA](#) style and follow these guidelines:

1. Writing must be delivered electronically, following these general [MLA](#) specifications:
  - a. 12pt font
  - b. 1" margins
  - c. double-spaced
  - d. pages numbered
  - e. student NAME and TITLE on top etc.
2. Quotations should be kept to a minimum. Long quotations should be single spaced and indented, with sources credited.
3. First Draft will be delivered electronically via *Canvas* (*Turnitin* will be activated) to instructor, who will edit, comment, mark up, and return to author.
4. Second Draft will be delivered electronically to peer reviewer, who will comment, mark up, and return to author via *Canvas*.
5. Final Text will be delivered electronically via *Canvas* (*Turnitin* will be activated) to instructor. All comments, peer and instructor, must be retained. Do not hit the "Accept Changes" button.
6. Work that does not follow all the above guidelines will be returned for re-formatting and/or organizing.

### **Classroom Protocol**

***Attendance:*** You are expected to participate in all class meetings. It is important that you arrive to class on time, as late arrivals are disruptive to everyone. Attendance and active participation are expected at all class sessions. If a student has a prior engagement that requires leaving before the end of class, he/she must inform the instructor before class and not disturb others when leaving.

If you miss a class, it is your responsibility to contact a fellow student to find out what you've missed. Exchange your contact information with 2-3 classmates and check in with them to find out what you missed if you were not able to attend a class.

***Laptops:*** Always bring your laptop to class. Laptop computers and all other digital devices are to be turned off, unless authorized by the instructor. When computer use is authorized it is for classroom activities only: no computer games, surfing the web, doing homework for another class, or any activity not related to this class. All that said, we will, at designated times, use our

laptops in class. So, be sure to bring your laptop to every class.

***Classroom Etiquette:*** Show respect to the speakers and to your classmates. This classroom is a safe place for everyone to express their opinions, ideas and points of view freely.

Put your cell phone on silent or vibrate and don't text or take calls in class.

Emergency food only allowed in class—none that might drip, smell, or make noise.

Do not leave anything (paper, bottles, wrappers, etc.) in the room.

***Mask requirement:*** According to [SJSU's mask mandate](#), we are all required to wear masks when meeting in person. Please do not remove your masks when inside the classroom. Make sure your nose is fully covered with the mask.

### **Zoom Protocol**

-It is important to attend all mandatory Zoom meetings on time.

-If you have a prior engagement that prevents you from attending a scheduled meeting, you must let me know before the day or time of the meeting.

-If you miss a meeting, it is your responsibility to contact a fellow student to find out what you've missed or watch the recorded lecture available on Canvas. Exchange your contact information with a classmate and check in with them to find out what you missed.

-Show respect to the speakers and to your classmates.

**Mute Your Microphone:** To help keep background noise to a minimum, make sure you mute your microphone when you are not speaking.

**Be Mindful of Background Noise and Distractions:** Find a quiet place to "attend" class, to the greatest extent possible.

- Avoid video setups where people may be walking behind you, people talking/making noise, etc.

- Avoid activities that could create additional noise, such as shuffling papers, listening to music in the background, etc.

**Position Your Camera Properly:** Be sure your webcam is in a stable position and focused at eye level.

**Limit Your Distractions/Avoid Multitasking:** You can make it easier to focus on the meeting by turning off notifications, closing or minimizing running apps, and putting your smartphone away (unless you are using it to access Zoom).

**Use Appropriate Virtual Backgrounds:** If using a virtual background, it should be appropriate and professional and should NOT suggest or include content that is objectively offensive or demeaning.

### **Use of Camera in Class**

- You are free to choose whether you want to keep your cameras on or off during the class meetings. However, it would be more respectful towards your classmates if cameras are turned on when you are asked to speak, during oral presentations or when you want to ask a question.
- If there are personal reasons that keep you from turning on your camera, please let me know before the day of the meeting or the day of the oral presentations.
- Please do not eat during zoom meetings while your camera and microphone are on. It is inappropriate and disrespectful.

### **Recording of Zoom Classes**

- University policy (S12-7) requires consent from all individuals who will appear in a class recording. The meetings of this class will not be recorded, unless it is unanimously agreed by all students and instructor.
- Any student that needs accommodations or assistive technology due to a disability should work with the Accessible Education Center (AEC), and the instructor.
- If this course or portions of this course (i.e., lectures, discussions, student presentations) are recorded for instructional or educational purposes, the recordings will only be shared with students enrolled in the class through Canvas. The recordings will be deleted at the end of the semester. If, however, you would prefer to remain anonymous during these recordings, then please speak with the instructor about possible accommodations (e.g., temporarily turning off identifying information from the Zoom session, including student name and picture, prior to recording).
- Students are not allowed to record without instructor permission.
- Students are prohibited from recording class activities (including class lectures, office hours, advising sessions, etc.), distributing class recordings, or posting class recordings. Materials created by the instructor for the course (syllabi, lectures and lecture notes, presentations, etc.) are copyrighted by the instructor. This university policy (S12-7) is in place to protect the privacy of students in the course, as well as to maintain academic integrity through reducing the instances of cheating. Students who record, distribute, or post these materials will be referred to the Student Conduct and Ethical Development office. Unauthorized recording may violate university and state law. It is the responsibility of students that require special accommodations or assistive technology due to a disability to notify the instructor.
- All federal, state, CSU system, and campus regulations on conduct including harassment and discrimination against other students or faculty apply to the online environment, just as in face-to-face instruction.

## **SJSU Writing Center**

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit at <http://www.sjsu.edu/writingcenter>

Hints from SJSU Writing Center as to how to be sure to get an appointment:

Appointments do fill quickly at the Writing Center; however, if you're persistent, you can usually get an appointment. Here are a few tips that should be helpful.

- 1) Check the online system frequently. (Stay signed in and keep refreshing the page.) We have cancellations every day, particularly in the mornings and on Fridays. If you're online and see a cancellation at a time when you're available, you can then snag that appointment.
- 2) Our schedule rolls out seven days in advance. Every night at around 10:00 PM, a new day becomes available on the schedule. This is the prime time to get an appointment--it just requires some planning ahead. (And make sure you click "next week" on the schedule to see all available appointments.)
- 3) Lastly, you're always welcome to visit the Writing Center in person and add your name to our daily wait list; you can use our lobby as a study area to wait for an appointment. If you're there and ready to go for a session, you'll have priority to get any session that becomes available at the last minute (due to no-shows or cancellations).

## **University Policies**

Per [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is 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**

The SJSU Catalog defines plagiarism as follows (<https://www.sjsu.edu/studentconduct/docs/SJSU-Academic-Integrity-Policy-F15-7.pdf>):

1.2.1 Plagiarism. 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:

1.2.2 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

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

## DSGN 100W- 01 / Spring 2022

### Course Schedule

*The schedule is subject to change with fair warning; changes will be announced and posted on Canvas.*

Week	Date	Topics	Assignments
1	1/26	Introduction.	<b>Due: Introduction Discussion on Canvas</b>
2	1/31	<b>Project 1</b> -Resume & Cover Letter: Intro and Guidelines	
	2/2	Resume & Cover Letter: Guidelines and Examples. Identifying common mistakes.	<b>Due: Discussion 1</b>
3	2/7	Resume & Cover Letter: Practice and Examples.	<b>Due: 1<sup>st</sup> Draft Project 1</b> <i>(Submission on Canvas for instructor review)</i>
	2/9	Resume & Cover Letter: Read <i>What Do Employers Really Want</i> . Interview's Do's and Don'ts.	
4	2/14	Resume & Cover Letter: Replying to an online job posting.	<b>Due: In-class Writing Activity 1</b>
	<b>2/15</b> <b>(Tuesday)</b>		<b>Due: 2<sup>nd</sup> Draft Project 1</b> <i>(Submission on Canvas for <u>Peer Review</u>)</i>
	2/16	Resume & Cover Letter: <u>Peer Review 1</u>	<b>Due: <u>Peer Review 1</u></b>
	<b>2/18</b> <b>(Friday)</b>		<b>Due: Reflection 1</b>
5	2/21	Resume & Cover Letter: Read <i>5 New Design Careers</i> , Portfolios	<b>Due: FINAL Project 1</b> <i>(Submission on Canvas)</i>
	2/23	<b>Project 2</b> -Product Review: Intro and Guidelines, Read <i>Who Made That Soy Sauce Dispenser?</i>	
6	2/28	Product Review: Guidelines and Examples. Thesis statement.	<b>Due: Discussion 2</b>
	3/2	Product Review: How to do research. Descriptive paragraphs. MLA Style.	
7	3/7	Product Review: Examples, practice. MLA style practice.	<b>Due: 1<sup>st</sup> Draft Project 2</b> <i>(Submission on Canvas for instructor review)</i>
	3/9	Product Review: Object analysis. Read <i>Humble Masterpieces</i> MoMA	
8	3/14	Product Review: The ideal smartphone.	<b>Due: In-class Writing Activity 2</b>
	<b>3/15</b> <b>(Tuesday)</b>		<b>Due: 2<sup>nd</sup> Draft Project 2</b> <i>(Submission on Canvas for <u>Peer Review</u>)</i>
	3/16	Product Review: <u>Peer Review 2</u>	<b>Due: Peer Review 2</b>

9	3/21	Product Review: Read <i>The Magic in Apple's Devices</i> , Watch <i>iPhone 2007 Keynote</i>	<b>Due: Reflection 2</b>
	3/23	<b>Project 3:</b> Short introduction.	<b>Due: FINAL Project 2</b> <i>(Submission on Canvas)</i>
10	3/28	<b>Spring Recess</b>	
	3/30		
11	4/4	Manifesto/Persuasive Essay: Intro and Guidelines	<b>Due: Join a Group Discussion</b> <b>Due: Join Groups</b>
	4/6	<b>Manifesto - 1<sup>st</sup> Group Meeting (Assign Roles, Contract, Brainstorming Manifesto's Main Values/Ideas)</b>	<b>Due: Group Contract</b>
12	4/11	Manifesto: Examples, Final Presentation Guidelines	<b>Due: Discussion 3</b>
	4/13	<b>Manifesto - 2<sup>nd</sup> Group Meeting (Continue Brainstorming Manifesto's Main Values/Ideas, Start Writing Process)</b>	
	<b>4/15 (Friday)</b>		<b>Due: Progress Report 1</b>
13	4/18	Manifesto: Design Thinking Process, Watch <i>Tim Brown Urges Designers to Think Big</i>	
	4/20	<b>Manifesto- 3<sup>rd</sup> Group Meeting (Brainstorming on Adobe Spark presentation, Continue Writing Process)</b>	<b>Due: 1<sup>st</sup> Draft Project 3</b> <i>(Submission on Canvas for instructor review)</i>
14	4/25	Manifesto: Refuting an argument.	
	4/27	<b>Manifesto - 4<sup>th</sup> Group Meeting (Corrections, Adobe Spark presentation)</b>	
	<b>4/29 (Friday)</b>		<b>Due: Progress Report 2</b>
15	5/2	Manifesto: Personal Manifestos	<b>Due: In-class Writing Activity 3</b>
	<b>5/3 (Tuesday)</b>		<b>Due: 2<sup>nd</sup> Draft Project 3</b> <i>(Submission on Canvas for <u>Peer Review</u>)</i>
	5/4	Manifesto: <u>Peer Review 3</u>	<b>Due: Peer Review 3</b>
16	5/9	<b>Manifesto - 5<sup>th</sup> Group Meeting (Final corrections, preparation for the final presentations)</b>	
	5/11	<b>FINAL PRESENTATIONS</b>	<b>Due: Reflection 3</b>
	<b>5/13 (Friday)</b>		<b>Due: Progress Report 3</b>
17	5/16	<b>FINAL PRESENTATIONS</b>	<b>Due: FINAL Manifesto</b> <i>(Submission on Canvas)</i>  <b>Due: Final presentations</b> <i>(Link Submission on Canvas)</i>