San José State University  
Department of Design  
DSGD 100 Visual Communication & Process  
Sec. 4 & 5  
Fall 2015

Instructor: Kelly Almon, Lecturer, Graphic Design
Office Location: San José State University, Art Building 118
Telephone: No office phone
Email: kelly.almon@sjsu.edu
Office Hours: Drop-in: Wed 11:00 am –12:00 pm
Class Days/Time: Mon/Wed 12:30 pm – 3:20 pm (Sec 4); 3:30 pm - 6:20 pm (Sec 5)
Classroom: ART 216
Prerequisites: Art 24, DsGD 63 or Art 12, DsGD 83, and DsGD 99
Course Fee: $45

This course is 3 semester units and graded.

Course Web Page and MYSJSU Messaging
Course materials such as the syllabus, major assignments, course calendar, handouts, etc. may be found on my faculty web page http://www.sjsu.edu/people/kelly.almon/courses/dsgd100. You are responsible for regularly checking with the messaging system through MySJSU.

Course Description
This course satisfies 3 units of the 16 units in the required emphasis for the BA Graphic Design Studies Program in the Department of Design. It offers a semester long studio experience that allows students to explore methods of visual organization and communication used in graphic design through a series of projects. The course also promotes the critical examination of ideas, two-dimensional spaces, and three-dimensional structures, including the relationship between some production methods and materials.
Student Learning Objectives
This is a studio-intensive course where 4 assigned projects will address the graphic design program Student Learning Objectives, to view please visit:

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.

Course Content Learning Outcomes
Upon successful completion of this course, you will, through experimentation, careful analysis, and evaluation, establish a basis for visual problem solving utilizing the following interrelated theories.

Upon successful completion of this course, students will be able to:
LO 1 – identify the design elements and techniques of visual compositions;
LO 2 – use the interrelated design principles to build and work with the design elements;
LO 3 – apply the attributes of communication design and develop effective design methodology and process for solving visual problems;
LO 4 – apply the design theories when working with design elements and attributes to form the visual foundations for decisions designers use to clarify, synthesize and dramatize the familiar world;
LO 5 - arrange and compose information to make compelling and experimental visual expressions for presentation.

Strongly Recommended Texts/Readings

ISBN: 0470163755

*A Type Primer*, John Kane, 2003, Prentice Hall, Inc
ISBN: 013099071X

*Principles of Form and Design*, Wucius Wong, John Wiley & Sons, 1993
ISBN: 0471285528

Library Resources (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 or by appointment with Librarian Rebecca Feind. She may be contacted at rebecca.feind@sjsu.edu or 808-2007.

**Material Requirements**
- Wireless laptop computer with software (Adobe Creative Suite)
- Appropriate type fonts (Helvetica type family required as in project description).
- Always have your working digital files, sketching materials, and research and reference materials. This means you should bring your computer, paper and pencil, and any other necessary materials to class everyday.
- Reliable data backup
- Wireless network access: www.sjsu.edu/sjsuone/
- Digital color printer (capable of 13x19 output if practical)
- Drawing implements and papers as in project description
- Pencil, kneaded eraser, ruler
- Black, gray, and white drawing pencils
- Clear push pins
- Metal non-slip cutting rule
- 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**
Estimated cost for semester supplies/materials will vary according to the individual. There is a $45 printing fee for this course to cover software licensing, printing consumables, and related infrastructure and includes 50 Black and White (8.5 x 11) or (11 x 17) and 30 color (8.5 x 11) or (11 x 17) prints.

**Administrative Policies**
This course is an essential component of your curriculum at SJSU. We have a significant amount of work to complete this course, therefore, 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 requirements explained here.

**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 requested to observe the following etiquette guidelines:

- Students are expected to arrive 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 and take care not to disturb other students when you leave.

- Students must take every step necessary to minimize distractions during class.
- Announcements, handouts, and assignments are issued at the beginning of class. All critiques begin 15 minutes after official class start time; no work is to be added to the wall after a critique begins. It is your responsibility to inform yourself of any announcements or requirements that you miss due to late arrivals. Please do not interrupt class to ask about these. Remain after class if you have questions.
- 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-mails, surf the web, visit Facebook, Twitter, etc. You will lose participation points if seen using your phone during critiques.

- Laptops are to be used for course related purposes only.
- If choosing to eat or drink during class, please be respectful of your classmates - no spills, nothing that has loud packaging, no strong smells, etc.
- Socializing during lectures or when other students are presenting material for the benefit of the class 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.

It is expected that there will be 1.5 to 2 hours of homework for each hour of class.

**Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at [http://info.sjsu.edu/static/catalog/policies.html](http://info.sjsu.edu/static/catalog/policies.html). Add/drop deadlines can be found on the current academic calendar web page located at [http://www.sjsu.edu/academics/](http://www.sjsu.edu/academics/). The Late Drop Policy is available at: [http://www.sjsu.edu/aars/policies/](http://www.sjsu.edu/aars/policies/). Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at [http://www.sjsu.edu/advising/](http://www.sjsu.edu/advising/).

**Grading Policies**

The project and course performance will be evaluated according to the following components: Each project (4 or more) 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 1~3**

Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.
Formgiving skills - LO 1, 2, and 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.

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 2 and 3
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 | 25% |
| Project 2 | 25% |
| Project 3 | 25% |
| Project 4 | 25% |

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. 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.

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
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 25% 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 opportunities for extra credit projects given in this class.

University Policies

Academic Integrity
Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University’s Academic Integrity policy, located at http://www.sjsu.edu/studentconduct/, 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. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentaffairs/.
Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments and or projects are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Policy S07-2 requires approval of instructors.

Campus Policy in Compliance with the American Disabilities Act
If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the Disability Resource Center (DRC) at http://www.drc.sjsu.edu/ to establish a record of their disability.

Student Affairs
The Division of Student Affairs provides a wide variety of services – career development, health and wellness, campus life, leadership development, cross cultural experiences, disability resources, psychological counseling, student housing, recreation, and co-curricular events. If you are interested in learning more about the departments and opportunities and services, please visit http://www.sjsu.edu/studentaffairs/.

Peer Connections
The Student Services Center is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. The Center's tutors are trained and nationally certified by the College Reading and Learning Association (CRLA). They
provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group, individual, and drop-in tutoring are available. Please visit the Peer Connections website for more information at: http://peerconnections.sjsu.edu/.

**SJSU Writing Center**

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at http://www.sjsu.edu/writingcenter/.

**Peer Mentor Center**

The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop-in basis, no reservation required. The Peer Mentoring website is located at http://peerconnections.sjsu.edu/mentoring/.

**Campus Emergency Numbers**

Police 911
Escort Service 4-2222