San José State University  
Department of Design: Graphic Design  
43430 DSGD 83, Digital Application Basics  
Section 04, Fall 2015

Instructor: Elizabeth Briggs  
Office Location: Art & Design Bldg. Rm 217  
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Office Hours: M/W 11:50 am -12:20 pm  
Class Days/Time: M/W 6:30-9:20 pm  
Classroom: Art & Design Bldg. Rm 212

Course Description

Digital Applications Basics focuses on examining and developing the technical and intuitive skills designers use to visually and psychologically manipulate and control their audience for communicative effect. Additionally, the class will introduce prospective Graphic Design majors to the rigorous demands of the major.

Class time will be devoted to frequent lectures, individual and group projects, critiques, demonstrations of relevant principles, and supervised work on class projects. Homework will be continually assigned to coincide with classroom lectures and demonstrations. There will also be a research component that will introduce students to significant historical and relevant contemporary graphic designers as well as important fine artists. The content gathered will be continuously be used for assignments.

Strong drawing and design skills are not as essential for class success as astute visual sensitivity, but all students must display TREMENDOUS self-discipline to do well. It is not expected that students will possess equal skill levels or equal levels of self-discipline upon entering the class, however students whose skills are weak entering the class will be expected to work harder than their peers to achieve comparable grades. Emphasis will be placed on executing the assignments PRECISELY as described, with a high degree of competence and accuracy.
Course Goals and Student Learning Objectives

On successful completion of this course students shall be able to:

Have a working command and functional skills using Adobe Illustrator Indesign and Photoshop.

Have an understanding of all aspects of composition and page layout and color theory.

Be introduced to typography and proper usage and expression using type.

Demonstrate an understanding of the terminology, shortcut keys, tools and techniques used in design production.

Have knowledge of historically important and significant contemporary Graphic Designers as well as related fine artists.

Required Textbooks, Hardware, Software and Supplies

Textbook

None

Other equipment / material requirements

Estimated cost of materials will vary depending on whether a student has already purchased or has access to the necessary electronic equipment.

Laptop

It should be understood that a laptop is required on the first day of classes. It is very important that it is powerful enough to efficiently and effectively run the Adobe suite of software including Illustrator, InDesign and Photoshop. Please consult a qualified professional at a retail outlet to make sure that your current hardware or intended hardware is acceptable. DO NOT expect instructor to provide specific hardware requirements. Students may use either Mac or PC platform but a desktop computer is NOT acceptable under any circumstances.

Software

The Adobe suite of software is available for FREE from the University when a student is registered for this class. Instructions will be given for downloading and access on the first day of class. Do not personally purchase this software. It is very expensive and not necessary.

Additional Materials

A color personal printer with scanning ability will be very handy as a student in the program. If a student does not have this they will need to pay for occasional prints and find access to scanning on campus.

A student must have access to a digital camera. The camera attached to most mobile phones will be acceptable although if a student already has a digital camera they should bring it. Purchasing one is not required.

Drawing tablets such as Wacom are nice to have but not required.
A final printed project is required to pass this class and the costs associated vary widely depending on the student’s design. A range of $25-$50 can be expected.

**Library Liaison**

The Library Liaison for Animation is Rebecca Kohn. She can be reached via e-mail at rebecca.kohn@sjsu.edu or by telephone at (408)808-2007. Her office is located on the 4th floor of King Library, and she encourages students to contact her with research questions.

Library Resources specific to design are available online on our canvas class site.

All of the University Library Resources can be accessed at http://libguides.sjsu.edu/a-z

**Classroom Protocol**

1. Be on time. Late arrivals disrupt the class.
2. Turn off your cell phone.
3. Private conversations during lectures and class discussions are not permitted.
4. No aromatic foods are allowed in any of the classrooms.
5. Classes are crowded. Please be attentive to your personal hygiene.
6. Fill the front seats first.
7. No headphones during class. This means no personal stereos/MP3 players or Ipods.
8. No checking email or using laptops for any activity not related to the class.
9. No spray mount or fixative spraying in the class.
10. Use the trashcans in the rooms, hallways, and restrooms.
11. Do not dump toxic wastes in restroom sinks. Use the recycling drums upstairs.
12. Clean the sinks if you use them for your project clean ups. Do not discard paper towels on the floor.
13. Do not use the tabletops as a cutting surface.
14. Do not leave valuable items unattended.
15. Do not leave the classroom without cleaning your area.

**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. Add/drop deadlines can be found on the current academic calendar web page located at http://www.sjsu.edu/academic_programs/calendars/academic_calendar/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. 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/.

Assignments and Grading Policy

A student’s grade is largely determined by their professional attitude, their conduct, and their ability to follow instructions accurately and meet their deadlines. Above all, students are graded on the intelligence they demonstrate while they pursue, question, attempt, evaluate, struggle, succeed and/or fail at their assignments. Missing assignments, not completing work, failure to participate, or not turning in assignments (in the proper format) on due dates almost guarantees a failing, or extremely low grade. Components of a student’s grade will include graded projects and non-graded assignments during the semester, class participation, and most importantly the final journal research project. If the student fails to complete and submit a final journal on time a failing grade will be given. Grades may be discussed privately at any time with the instructor.

Important: Your grades in this class should be viewed not only as an evaluation of a particular project, but also as an evaluation of the quality of your work and how it measures up to a professional standard. If you’re receiving “A’s” on assignments, this means I believe you’re working in a manner that will give you a high probability of success as a professional. If you’re receiving “C’s” from me, it means I believe you are working in a manner that will not allow you to attain professional standing. At this educational level you ARE NOT EXPECTED to produce professional-level work. However, you ARE EXPECTED TO WORK WITH A PROFESSIONAL LEVEL OF EFFORT. If you want a higher grade, increase your level of effort.

There are no make-up assignments. Late assignments will only be accepted if previous arrangements have been made with the instructor at least two days before the assignment is due. Emails immediately prior to class do not constitute a previous arrangement. Treat it as you would a professional assignment. Deadlines can be adjusted without hurting your professional reputation; but only if the illustrator has demonstrated good faith, and has given his client generous notice. Anything less is professional suicide. Regardless, late assignments, even if accepted as above, will be given a lower grade.

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/senate/S07-2.htm, 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/studentconduct/.
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 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.sjsu.edu/drc/](http://www.sjsu.edu/drc/) to establish a record of their disability.

**Student Technology Resources**

Though it is a requirement for ID students to have their own computer with the required software (Adobe CS, Solidworks, MS Office), and it is highly recommended that by Junior Studio (DSID 125) all ID students have a large format printer (11”x17” or 13”x19”). Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd floor of the Student Union. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

Adobe Creative Suite licenses are available through the SJSU Adobe software program for faculty, staff, and students. Choose one of the two types of packages from below. Students can access Adobe Creative Suite 6 Design and Web Premium, and should be able to download it from [http://its.sjsu.edu/services/adobe/](http://its.sjsu.edu/services/adobe/). Adobe Creative Suite 6 Design and Web Premium includes: Photoshop CS6 Extended, Illustrator CS6, InDesign CS6, Dreamweaver CS6, Flash® Professional CS6, Fireworks® CS6, Acrobat® X Pro, Bridge CS6, Media Encoder CS6
Peer Connections: Tutoring

Peer Connections is located in multiple locations across campus. 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 Peer Connections for more information.

SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. Staffed by professional instructors, upper-division, and 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. Find more information at the Writing Center website.

Peer Connections: Mentoring

The Peer Mentoring is available at multiple locations throughout campus. It 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 helpful for getting quick information.

43430 DSGD 83, Digital Application Basics
Section 04, Fall 2015 Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Greensheet overview and introductions. Lesson #1 Design Toolbox. Introduction to Adobe Illustrator with simple line and pen tool assignments.</td>
</tr>
<tr>
<td>Week</td>
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<td>2</td>
<td></td>
<td>Lesson #2 Positive/Negative. Illustrator square assignment. Lesson #3 Design Detective. Introduction to Research Project.</td>
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<tr>
<td>4</td>
<td></td>
<td>Lesson #5 Composition Foundations. Leverage themed vector asset collections for use in complex pattern. Lesson #6 Value &amp; Depth. Designer Value Portrait assignment.</td>
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<tr>
<td>5</td>
<td></td>
<td>Lesson #7 Resolution. Introduction to Adobe Photoshop Workspace, extensions. Photoshop Photo repair assignment utilizing basic tools.</td>
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<tr>
<td>6</td>
<td></td>
<td>Understanding Photoshop levels, curves, LAB color. Basic principals of photography &amp; lighting. Lesson #8 Color.</td>
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<tr>
<td>8</td>
<td></td>
<td>Mid Term test &amp; concept review. Best of Design Collection Due. Continued Photo Composite techniques, moving onto advanced perspective considerations.</td>
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<tr>
<td>11</td>
<td></td>
<td>Appropriate type choices. Moving type &amp; sequence. Typography Flip Book assignment. Lesson #13 Composition &amp; The Grid.</td>
</tr>
<tr>
<td>13</td>
<td></td>
<td>Book production. Help with all layout techniques. Introduction to Interactive documents. Discussion of Project Portfolio requirements.</td>
</tr>
<tr>
<td>14</td>
<td></td>
<td>Book production. Help with all layout techniques.</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td>Chapter Dividers, TOC and Cover Designs due. Discuss Packager and interactive documents.</td>
</tr>
<tr>
<td>Final Exam</td>
<td>TBA</td>
<td>Final Design Detective Book and Project Portfolio due.</td>
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