San José State University
Department of Design, Interior Design
dsIT 83 Visual Communication 1

Course Title: dsIT 83 Visual Communication 1
Class Days/Time: Tuesday/Thursday 6:00 p.m. - 8:50 p.m
Classroom: IS 240
Prerequisites: dsIT 10 & dsIT 05
Instructor: Nick Steele, NCIDQ
Telephone: 206.997.5390 (voice mail & fax only)
Email: nick.steele@sjsu.edu (preferred contact)
Office Hours: By appointment
TA: To be determined
Preferred Contact:: Email, effort is made to check daily and respond within 24-hours. NOT GAURANTEED I do not check email on weekends without prior request

E-mail Guidelines
1. Please include in the “subject line” the course number, your name, and a specific description of your inquiry or comment (e.g., dsIT83 Nick Steele Homework Inquiry). The instructor will not respond to “no subject” e-mails, or any e-mail where the student is not identified in the subject line of the e-mail.
2. Assignments will not be accepted via e-mail, unless directed per a specific assignment instruction or direct request from the instructor.
3. Always retain a copy of any e-mail with all attachments as proof of communication.
4. All emails require professional writing etiquette. (Address the letter to whom it is intended, sign the message with your full name & contact information).

Canvas
All students should sign up for Canvas as all the course communication, class presentations, exams and most assignment submittals shall be managed through this system. These are instructions for logging in:
Canvas Login URL: https://sjsu.instructure.com
Please note that it should NOT have the "www" at the start of the URL like many other websites.

Username: SJSU 9-digit ID
Course Format

In person with online supplements as noted below. All exams will be administered through Canvas and Participation will be graded using iClicker student response system. Students are required to bring laptop and a removable storage drive to every class. Students are required to bring a 12" roll of trace paper, sticky notes, colored felt pen (other than red or black), push-pins or drafting dots, a physical note book and writing utensils to every class.

iClicker:

iClicker student response system will be used in class this term. iClicker facilitates in-class communication and gives everyone a chance to participate in class. iClicker will not be used to keep track of attendance. Participation with iClicker will account for a portion of your In-class activity grade Exact percentage will be determined based on success of system.

iClicker remotes WILL NOT BE USED, instead you should sign up for iClicker GO which allows you to use your smart phone, tablet, or even laptop in class as a clicker to participate and is free.

Please visit http://tinyurl.com/l8yk5ns and fill out the request form for iClicker GO. You will be contacted by eCampus with further instructions.

Learning Expectations

Course Description

This course introduces students to the principle skills and disciplines of using digital technology to make and represent 3d form. Through various assignments, employing a range of conventional digital media- including scale drawing, plan/section, model and object work and photography- students develop skills for detailed observation and to-scale translation of visual and spatial ideas. The fabrication of physical prototypes is emphasized to instill an ethic of hands-on making and to initiate the instincts for 3D representation of physical form and structure.

Throughout the course students will be introduced to the principles of digital drawing and presentation tools essential to 2D and 3D architectural representation. Working with primary digital representation tools, students learn both the application of projective techniques for architectural subjects and the conventions of operation and interface.

Course Goals and Student Learning Objectives

LO1 Ability to use appropriate software applications typically used by interior designers and architects to convey essential formal elements at each stage of the programming and design process.

LO2 Ability to delineate using projective drawing techniques.

LO3 Ability to generate forms using 3D digital modeling software applications.

LO4 Understanding of digital fabrication techniques and the ability to use them effectively when appropriate.
LO5 Understanding of how to describe a design proposal in a graphic manner intended to persuade an audience of its value.

Learning Assessment

Description of Assessments

The format of this course will be lecture and studio. Students will receive in class technical demonstrations and be given assignments to complete. Some assignments will be started in class and completed outside of class time. Assignments completed within class time will be required to be uploaded to Canvas by the start of the next class meeting. There will be quizzes, group activities, and several in-class assignments. Quizzes will cover assigned readings, lecture material and handout information. If you know you will be missing a class contact the instructor before class to make arrangements to make up the quiz or exercise.

All lectures will be held during class time. If you miss a class, it is your responsibility to find out what you missed before the next class. Technical demos and lectures will not be repeated for students who miss a class. It is your responsibility to find out about any announcements made in class, by communicating with your classmates.

Guest professionals will present on topics relevant to overall course goals. Topics may not relate to immediate assignment, but will benefit projects.

Class participation will impact your final grade. Class participation is expected at all lectures, including those by guest speakers, and off campus events and should include asking and answering questions in class and participating in discussions. iClicker will be used to track in-class participation so make sure to sign up for free account. Finally, participation will also include at least one occasion and participation in in-class exercises as part of a group.

All classes start as the time indicated on the class schedule. Students who are late will be considered non participants. In addition to in-class participation the students are expected to join IDSO and attend 5 IDSO, AIA, ASID, USGBC or IIDA events, two of which have to be non-IDSO events. To confirm your attendance provide a 50 word description of event you attended within TWO WEEKS of attendance and submit it in PDF format through Canvas. If you do not submit the write ups your event attendance will not be counted towards your final grade.

All projects are due at the designated date and time and deliverables are required in format listed below. Late projects will not be accepted except in case of an emergency in which case you should contact instructor ASAP to make special arrangements. Up to a week extension will be granted on assignments only if instructor is contacted before the assignment is due.

There are several ways to earn extra credit in this class and they are described in the grading system section. In order to receive extra credit the extended event summaries need to be received within TWO WEEKS of event.
Exams will be administered through Canvas and graded immediately and other deliverables will reviewed and graded in class. Make sure to regularly log in Canvas and to sign up to have notifications delivered by email as this will be the main mode of communication for this class.

**Deliverable Requirements**

One of the goals of this class is learning to communicate professionally which includes always fully reading and understanding requirements and following them in every detail. You are required to submit all of your assignments following these guidelines:

a. All assignments and projects to be uploaded to Canvas, are due at 6:00 pm the date it is due. This will be determined by the time stamp given to the upload once it is complete and successful. Please allow time for network speed fluctuations.

b. Assignments are due on Canvas even if a hardcopy is required in class (provide a picture for all physical models).

c. All assignments and extra credit submissions are to be submitted in PDF format, 5 MB or less in size. Verify correct scale, line weights and general clarity before uploading.

d. All attached files should follow this naming format: dsIT 83_Assignment#_Your Name/Group Name_Assignment Name_Date (6 digit year.month.day format)

e. A CD/DVD will be collected as part of your final project submission. It is required that you provide all final, process, and editable files from assignments and projects completed during semester for class.

f. **NO LATE WORK WILL BE ACCEPTED.**

Assignments not following this format will not be accepted and will need to be re-submitted. Late submissions will earn 0 points without prior approval by instructor. Prior arrangements may be to have a fellow classmate submit your deliverables and give an overview of assignment to class if required as part of exercise.
Grading Scale

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total point’s basis):

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100-93</td>
<td>Exceptional</td>
</tr>
<tr>
<td>A-</td>
<td>92-90</td>
<td></td>
</tr>
<tr>
<td>B+</td>
<td>89-87</td>
<td>Above Average</td>
</tr>
<tr>
<td>B</td>
<td>86-83</td>
<td></td>
</tr>
<tr>
<td>B-</td>
<td>82-80</td>
<td>Above Average</td>
</tr>
<tr>
<td>C+</td>
<td>79-77</td>
<td>Average</td>
</tr>
<tr>
<td>C</td>
<td>76-73</td>
<td></td>
</tr>
<tr>
<td>C-</td>
<td>72-70</td>
<td></td>
</tr>
<tr>
<td>D+</td>
<td>69-67</td>
<td>Only give in</td>
</tr>
<tr>
<td>D</td>
<td>66-65</td>
<td>abnormal conditions</td>
</tr>
<tr>
<td>F</td>
<td>64 or</td>
<td>below Failing</td>
</tr>
</tbody>
</table>

Process for Evaluation:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
<th>Points Breakdown</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation</td>
<td>10%</td>
<td>1 pts each x 20</td>
<td>20 pts</td>
</tr>
<tr>
<td>Group Assignment</td>
<td>5%</td>
<td>5 pts each x 2</td>
<td>10 pts</td>
</tr>
<tr>
<td>Quizzes</td>
<td>10%</td>
<td>5 pts each x 4</td>
<td>20 pts</td>
</tr>
<tr>
<td>Individual Assignments</td>
<td>25%</td>
<td>Very x 8</td>
<td>50 pts</td>
</tr>
<tr>
<td>Project 1</td>
<td>20%</td>
<td>40 pts each x 1</td>
<td>40 pts</td>
</tr>
<tr>
<td>Final Project</td>
<td>30%</td>
<td>60 pts each x 1</td>
<td>60 pts</td>
</tr>
</tbody>
</table>

100% = 200 pts

Subject to change, based on class need.

Extra Credit:

Option 1:
Participate in AIA, ASID, USGBC or IIDA and provide a 100 word summary of what you learned at the event. In addition you must provide the name of the presenter or presenters and what company they are from. You must also meet at least one professional at the event that was in the audience. – include there name, where they work, what kind of work they do. Possible credit is 5 point per event, 10 points max per semester.

Option 2:
Create a digital presentation of a preapproved original project. Presentation is to include render images, plan, RCP, elevations, identified concept(s) and its integration, identified a problem and its solution plus a narrative. Possible 10 points.
. Grading Definition:

A   Excellent. Indicates work of a very high character; the highest grade given. This grade is reserved for work that shows leadership and inspiration, demonstrating significant insight developed to its fullest extent and presented with exquisite craftsmanship.

B   Good. Indicates work that is definitely above average, though not of the highest quality. This work shows thorough exploration and development, and is well presented with good craftsmanship, but it may not rise to the highest level of excellence.

C   Meets minimum expectations. Indicates work of average or medium character. Work in this category demonstrates complete fulfillment of the stated requirements and an understanding of the issues covered, but does not exceed the expectations of understanding, development, or execution.

D   Below expectations. Indicate work below average and unsatisfactory. It is the lowest passing grade. Though work may meet the minimum requirements, it lacks depth, development or is unsatisfactorily crafted.

F   Fail. Indicates work that the student knows so little of the subject that it must be repeated in order that credit may be received. Work in this category may be unfinished, unimaginative, underdeveloped or poorly executed, and shows minimal understanding of issues.
# Timeline

## Course Sequence:

Schedule **subject to change** in the course of the semester, based on class need. Dates for guest lectures and off campus events are tentative and will be confirmed at least a week in advance.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>08/20</td>
<td>Class Intro, Ass #1 (Constructed Drawing), Syllabus review, Q&amp;A, Group Ass #1(WHY?), Pin-up Review Ass #1</td>
</tr>
<tr>
<td>2</td>
<td>08/25</td>
<td>Critique: Ass#1, Demo (Photoshop) Photoshop, Discussion: Scale &amp; Size / pixel vs. vector/ dpi + resolution, Q&amp;A, Ass#2 (Human Scale)</td>
</tr>
<tr>
<td></td>
<td>08/27</td>
<td>Q&amp;A, Critique Ass#2, Lab (Advertisement Shuffle) Demo (Photoshop + Illustrator), Ass#3 (Collage with intent), Quiz #1</td>
</tr>
<tr>
<td>3</td>
<td>09/01</td>
<td>Critique: Ass#3, Lecture: (Primary Elements), Group Ass #2 (Sketch Models)</td>
</tr>
<tr>
<td></td>
<td>09/03</td>
<td>Critique: GA#2, Demo (Photoshop a rendering tool) Proj #1 Introduction, Lecture ( Form &amp; Space), Ass#4</td>
</tr>
<tr>
<td>4</td>
<td>09/08</td>
<td>Pin-up Review: Ass#4, Lecture (Organization), Q&amp;A: Demo: (Photo Shop &amp; Illustrator), Quiz #2</td>
</tr>
<tr>
<td></td>
<td>09/10</td>
<td>Critique: Ass#4, Lecture (Site Analysis), Lab (Proj #1)</td>
</tr>
<tr>
<td>5</td>
<td>09/15</td>
<td>Review: <strong>Site Analysis</strong>, Discuss: Circulation, Introduce: Sketch-up Guest Professional, Demonstrate: Exporting / Printing / Camera Views, Ass #4: In-Class (Photographs + Camera View Selection).</td>
</tr>
<tr>
<td></td>
<td>09/17</td>
<td></td>
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<tr>
<td>6</td>
<td>09/22</td>
<td><strong>Group Critique: Project 1</strong>, Demo(Illustrator as graphic design tool)</td>
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<tr>
<td></td>
<td>09/24</td>
<td><strong>Instructor Review/Lab: Project 1 (Schedule With Instructor on Canvas prior to class)</strong>, Ass #5, Q&amp;A</td>
</tr>
<tr>
<td>7</td>
<td>09/29</td>
<td>Critique: Ass #5, Demo (Illustrator as graphic design tool)</td>
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<tr>
<td></td>
<td>10/01</td>
<td><strong>Class Pin-up Proj 1</strong> / Guest Professional,</td>
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<tr>
<td>8</td>
<td>10/06</td>
<td>Lab: (Project 1), Discussion (Scale &amp; Size / pixel vs. vector/ dpi + resolution), Ass #6</td>
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<tr>
<td></td>
<td>10/08</td>
<td>Critique: Ass #6, Lab: (Project 1), Quiz #3</td>
</tr>
<tr>
<td>Week</td>
<td>Date</td>
<td>Topics, Readings, Assignments, Deadlines</td>
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<tr>
<td>9</td>
<td>10/13</td>
<td><strong>Begin Project 1 Presentations</strong></td>
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<tr>
<td></td>
<td>10/15</td>
<td><strong>Project 1 due to Canvas, Complete Project 1 Presentations</strong></td>
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<tr>
<td></td>
<td>10/20</td>
<td>WHY?, Watch select Presentations (Video Taped), Discuss delivery methods.</td>
</tr>
<tr>
<td></td>
<td>10/22</td>
<td>Demo: (sketches, Sketch-up, Photoshop, Image library &amp; Illustrator)</td>
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<tr>
<td>10</td>
<td>10/27</td>
<td>Introduce Project #2</td>
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<tr>
<td></td>
<td>10/29</td>
<td>Sketch Models, Ass #7 (Entourage)</td>
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<tr>
<td>11.</td>
<td>11/03</td>
<td>Pin-up reive: Ass #7, Q &amp; A, Lab</td>
</tr>
<tr>
<td></td>
<td>11/05</td>
<td>Critique, Ass #7, <strong>Progress pin-up / Guest Presenter</strong></td>
</tr>
<tr>
<td>12</td>
<td>11/10</td>
<td>Lecture: Visual quality, Lab</td>
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<tr>
<td></td>
<td>11/12</td>
<td><strong>Critique Project 2</strong></td>
</tr>
<tr>
<td>13</td>
<td>11/17</td>
<td>Demo: Digital Fabrication Techniques</td>
</tr>
<tr>
<td></td>
<td>11/19</td>
<td>Lab: Model Making + Drawing</td>
</tr>
<tr>
<td>14</td>
<td>11/24</td>
<td><strong>Progress Pin-up and group reviews</strong></td>
</tr>
<tr>
<td></td>
<td>11/26</td>
<td><strong>No Class “Thanks Giving Holiday”</strong></td>
</tr>
<tr>
<td>15</td>
<td>12/01</td>
<td>In Class Ass #8</td>
</tr>
<tr>
<td></td>
<td>12/03</td>
<td><strong>Begin Final Project Presentations</strong></td>
</tr>
<tr>
<td>16</td>
<td>12/08</td>
<td>Final class, final version of all deliverables due to Canvas, complete final project presentations.</td>
</tr>
<tr>
<td>Final</td>
<td></td>
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</tr>
</tbody>
</table>
Resources

Texts/Readings

Required:

Architecture: Form, Space and Order [Paperback]
Authors: Francis D. K. Ching

http://www.amazon.com/Architecture-Francis-D-K-Ching/dp/1118745086/ref=sr_1_1?m=AG4TVG2KQ8G2S&ie=UTF8&qid=1440046846&sr=8-1&keywords=architecture+form+space+and+order

Construction Drawings and Details for Interiors: Basic Skills [Paperback]
Authors: Sharon Koomen Harmon and Katherine E. Kennon

http://www.amazon.com/Construction-Drawings-Details-Interiors-Skills/dp/0470190418/ref=sr_1_1?m=AG4TVG2KQ8G2S&ie=UTF8&qid=1440047745&sr=8-1&keywords=construction+drawings+and+details+for+interiors+basic+skills+2nd+edition

Interior Graphic Standards: Student Edition [Paperback]
Editors: Mayrose McGowan and Kelsye Kruse


(Or full version of Interior Graphic Standard or Architectural Graphic Standard or Architectural Graphic Standards: Student Edition)

Optional:

Online version of 2013 California Building Code and CALGreen can be found at California Building Standards Commission Website http://www.bsc.ca.gov/Codes.aspx

Online version of Americans with Disabilities Act (ADA) can be found at ADA Home Page http://www.ada.gov/
Software

Required:

SketchUp Pro
Student License Can be downloaded for $49 at
http://www.sketchup.com/buy/student-licenses

Autodesk AUTOCAD
Can be downloaded for free at
http://www.autodesk.com/education/free-software/autocad

Adobe Master Collection CS
Can be downloaded for free at
http://its.sjsu.edu/services/software/adobe/index.html
(Photoshop, Illustrator, Acrobat Pro are required)

Equipment/Tools

Required:
Notebook (you are required to take pen-to-paper notes in class)
12” Roll of Trace Paper (bring to every class)
Push Pins
Drafting Dots
Scale 12” (bring to every class)
Tape Measure
Flash (USB) drive large enough to back up all your work

Professional Organizations Calendars

IIDA North California Chapter  http://www.iidanc.org/
ASID North California Chapter  http://asidcalnorth.com/news-events/
AIA Santa Clara Valley Chapter  http://www.aiascv.org/calendar.cfm
USGBC North California Chapter http://www.usgbc-ncc.org/index.php?option=com_events&task=calendar&Itemid=208

Library Liaison

Rebecca Feind  408.808.2007
Associate Librarian, Dr. Martin Luther King. Jr. Library, Liaison to Art and Design, SJSU
Course Protocols and University Policies

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in University Policy S12-3 at http://www.sjsu.edu/senate/docs/S12-3.pdf.

NOTE that University policy F69-24 at http://www.sjsu.edu/senate/docs/F69-24.pdf states that “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to ensure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.

Classroom Protocol

Cell Phones:

Students will turn their cell phones off or put them on vibrate mode while in class. They will not answer their phones in class. Students whose phones disrupt the course and do not stop when requested by the instructor will be asked to answer the phone on speaker phone or read the message aloud. If emergency you are to leave the class and will be responsible for any class activities missed (NO MAKE UPS).

Computer Use:

In the classroom, faculty allows students to use computers only for class-related activities. Students who use their computers for other activities, including coursework for other classes, or who abuse the equipment in any way will be asked to leave the class and will be responsible for any class activities they miss (NO MAKE UPS).

University Policies

General Expectations, Rights and Responsibilities of the Student

As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU’s policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. See University Policy S90–5 at http://www.sjsu.edu/senate/docs/S90-5.pdf. More detailed information on a variety of related topics is available in the SJSU catalog, at http://info.sjsu.edu/web-dbgens/narr/catalog/rec-12234.12506.html. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not serve to address the issue, it is recommended that the student contact the Department Chair as a next step.
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 year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. 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/.

Consent for 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 and the following items to be included in the syllabus:

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. 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. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
- “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 exam questions, lecture notes, or homework solutions without instructor consent.”

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf 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/.

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 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.