

INSTRUCTOR: Andrea English  
EMAIL: andrea.english@sjsu.edu  
OFFICE HOURS: tth 11am–12noon  
CLASS DAYS/TIME: tu/th 3pm–5:50pm  
CLASSROOM: Art #201 + online from 01/27 to 02/14  
PREREQUISITES: DsGD 99 and DsGD 100 (proof required at first day of class)  
UNITS: this course is 3 semester units and graded

#23083  
class meets tth  
3pm–5:50pm  
Art #201

**Course syllabus and handouts available on Canvas**

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units and graded.

## Course Format

### MySJSU Messaging

This course adopts an in-person format (subject to change if circumstances require it). Course materials such as syllabus, handouts, 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 at <http://my.sjsu.edu> to learn of any updates.

### Course Description

In-depth study of current issues in the design fields. Utilizes interdisciplinary approaches and concepts to provide a capstone experience for the design studies student.

andrea english  
lecturer  
graphic design

This course satisfies 3 units and addresses the resolution project of the BA Design Studies program with emphasis in Graphic Design. As this is the final requirement for the BA Design Studies Degree, the degree project is expected to represent a significant body of work accomplished over the course of four years in the Department of Design program, through fitting the appropriate form to its content and audience, culminating in the design of an exhibit of the work. A substantial amount of student activity in the studio will address acquiring and refining these skills and knowledge.

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**course syllabus and  
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### Student Learning Objectives

This is a studio-intensive course where 5 assigned projects will address collaborating and co-creating, experiencing design to enhance relationships between people, integrating design techniques and systems thinking to transform complexity into order and parts into patterns, defining personal strengths, as well as identifying specific career choices prior to graduation. Critiques, work-in-progress discussions, and assigned project reviews form the basis for small and large group discussions within this class. You will be encouraged to apply evaluative skills and articulate them in the critique format. You will also be challenged to determine goals and to make experimentations, observations, and decisions that result in concise, informative, and engaging visual statements.

### Course Learning Outcomes (CLO)

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:

CLO 1: organize information to make compelling and experimental visual expressions for presentation

CLO 2: investigate and deepen design process and recognize collaboration as a creative process

CLO 3: experience design as the means to enhance relationships between people

CLO 4: integrate design techniques and systems thinking to transform complexity into order

CLO 5: demonstrate professional standards for model making and apply time management tools effectively

CLO 6: define personal strengths and identify specific career choices prior to graduation

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### Required Texts / Readings

- *Navigating a Sea Change*, Lauralee Alben, 2002  
at [http://www.seachangedesign.com/navigating\\_a\\_sea\\_change.pdf](http://www.seachangedesign.com/navigating_a_sea_change.pdf)
- Sea Change Design Institute  
at <http://seachangedesign.com/>
- *Born to Create*, *Lauralee Alben, 2020 (video recording on Canvas)*

### Suggested Books

- *The Elements of Typographic Style*  
Robert Bringhurst  
ISBN-13: 978-0881792126
- *The Universal Traveler: a Soft-Systems guide to creativity, problem-solving, and the process of reaching goals*  
Don Koberg and Jim Bagnall  
ISBN-13: 978-1-56052-679-7
- *Introduction to Graphic Design Methodologies and Processes: Understanding Theory and Application*,  
John Bowers, John Wiely & Sons, Inc., Canada.  
ISBN-13: 978-0470504
- *It's Not How Good You Are, Its How Good You Want to Be*  
Paul Arden, Phaidon Press, USA  
ISBN-10: 0714843377
- *Design Matters: Portfolios 01: An Essential Primer for Today's Competitive Market*  
Maura Keller, Rockport Publishers, USA  
ISBN-10: 1592536026

### Technology Requirements

Students are required to have an electronic device (laptop, desktop or tablet) with a camera and built-in microphone. SJSU has a free equipment loan program available for students.

Students are responsible for ensuring that they have access to reliable Wi-Fi during class. If students are unable to have reliable Wi-Fi, they must inform the instructor, as soon as possible. See Learn Anywhere website for current Wi-Fi options on campus.

### Other technology requirements / equipment / material

1. Portable computer with software—adobe CC and fonts (required)
2. Ink-jet Printer color (11"x17" recommended)
3. Sketchbook
4. Reliable Data Backup
5. Cutting Mat approximately 18"x24"; metal ruler; "x-acto" knife; access to a digital camera; pencils

### Expenses (this is not a course fee)

Estimated cost for semester course related supplies/materials is \$200 and will vary according to the individual.

### Course Requirements and Assignments

**Increasingly, the contemporary role of the designer includes not simply that of form-giver but also problem-solver.** Consequently, designers need the ability to creatively examine complex issues, and the content and information that is developed from these examinations, must be given form. The purpose of this course is to introduce the students to a design model that sees design as the conscious planning and meaningful action that creates relationship to humanity, nature, spirit, and time.

**Through two intensive workshops, lectures and hands-on projects**, students will explore and discover a broader context in which to practice design. They will use design thinking and techniques to help them see, analyze, synthesize, and visualize. Through an intensive experience in how to design intentions, meaningful actions that source from their true sense of purpose and passion, they will gain a greater awareness and a deeper understanding of the role of design in their lives and their work.

**Five major projects will be assigned.** Several preliminary presentations leading up to each final project will be required. The fifth project will be due on the last day of class and is independently designed outside class.

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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.

*Note: students are expected to be familiar or to independently make themselves familiar with basic digital graphics applications or any applications pertinent to their projects, as these will not be taught in class. In-class work days will be scheduled, however a formidable amount of out-of-class work will also be necessary.*

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### Final Examination or Evaluation

Each project will be graded upon completion and assigned a letter grade according to the University policy—A through F. Late projects are subject to an F unless prior arrangements have been made (health, family emergency, etc.) An incomplete will only be granted to students with documented extenuating circumstances e.g. debilitating illness, family emergency etc. Semester projects cannot be re-done for re-evaluation, no exceptions.

### Process Evaluation (Thumbnails and various options)

**Project 1–4: Total possible points: 300**

### Final Evaluation

**Project 1–5: Total possible points: 300**

- Problem solving skills CLO 1–4
- Form giving skills CLO 1–4
- Presentation skills CLO 2, 5 and 6
- Participation and Preparation CLO 2–6

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### The semester grade will be weighted according to the following percentages:

**20%: Project 1:** Total possible points (process and final): 600

**20%: Project 2:** Total possible points (process and final): 600

**20%: Project 3:** Total possible points (process and final): 600

**20%: Project 4:** Total possible points (process and final): 600

**10%: Project 5:** Total possible points: 300

**10%: Workshops/other:** Total possible points: 300

**course syllabus and  
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NOTE: According to University Policy F15-12, Students are expected to attend all meetings for the courses in which they are enrolled as they are responsible for material discussed therein and active participation is frequently essential to ensure maximum benefit to all class members. In some cases, attendance is fundamental to course objectives; for example, students may be required to interact with others in the class. Attendance is the responsibility of the student. Participation may be used as a criterion for grading when the parameters and their evaluation are clearly defined in the course syllabus and the percentage of the overall grade is stated.

### Grading Information

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 a portion of these projects can lower your course grade substantially.

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**Determination of Grades**

A plus = 98%–100% = Superior work, all criteria have been surpassed in a distinguished manner

A = 94%–97% = Superior work, all criteria have been surpassed

A minus = 90%–93%

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 plus = 87%–89%

B = 84%–86% = Very good work, all criteria have been met

B minus = 80%–83%

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 plus = 77%–79%

C = 74%–76% = Adequate, average work

C minus = 70%–73%

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 plus = 67%–69%

D = 64%–66% = Meeting minimum work required at below average quality

D minus = 60%–63%

Student produces the minimum work required at below average quality and demonstrates little understanding of the principles

F = 0%–59% = Failure to meet the course requirements

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.

**AIGA SF Fellow Lauralee Alben** is scheduled to give a **guest lecture on “Creativity”** for all DSGN197 students on **Wednesday, February 9th at 6pm online in our zoom classroom**. The scheduled Sea Change Design Process workshops on **02/15, 02/17, and 03/24** are mandatory participation as they lay the contextual foundation for project 2 and 3 and therefore strongly drive the content and quality of the projects.

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### **Deadlines**

No extensions will be given except in cases of documented emergencies, 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 day late. Graded assignments more than 3 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.

### **Classroom Protocol**

- Masks are required during class at all times.
- No eating or drinking during class. You will have to step outside of the building to do that.
- Be on time and remain in class until class is over.
- Phones off or on vibrate mode.
- Laptops are to be used for course related purposes only.
- No electronic device use not directly pertaining to your participation. (loose participation points)
- No personal talking during critiques
- No spray-mount adhesive spraying in the class.
- No cutting on tabletops.

### **University Policies**

Per University Policy S16-9 (<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 at <http://www.sjsu.edu/gup/syllabusinfo/>

### **Important links**

**Design Lectures Series:** <https://www.sjsu.edu/design/dsgnlectures.php>

**SJSU IT Service Desk:** <https://www.sjsu.edu/it/support/service-desk/index.php>

**SJSU IT Equipment Loaning:** <https://www.sjsu.edu/it/services/academic-tech/equipment-loaning/index.php>

**Free Adobe Creative Cloud for Students:** <https://www.sjsu.edu/ecampus/software-tools/teaching-tools/video-creative/adobe/students.php>

**Book a study room at the library:** <https://booking.sjlibrary.org/reserve/king>

**Order free testing kits at:** <https://www.covidtests.gov>

**Campus COVID-19 resources:** <https://www.sjsu.edu/healthadvisories/resources/campus-resources/index.php>

**Schedule an on-campus COVID-19 testing:** <https://www.sjsu.edu/medical/services/covid-testing.php>

**Vaccination verification process and policy:** <https://www.sjsu.edu/healthadvisories/vaccination.php>

**Academic or personal support at Spartan Support Network:** <https://www.sjsu.edu/peerconnections/programs/support-network.php>

**University grading policy:** <https://catalog.sjsu.edu/content.php?catoid=12&navoid=4099>

**Office of the Registrar's calendar:** <https://www.sjsu.edu/registrar/calendar/spring-2022.php>

## schedule

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	t	th
	1   01/27	INTRO / GREENSHEETS
	2   02/01—02/03	P1: kick off, P4, P5 P1: Samples   Production info P1: <b>INTERVIEWS</b>
	3   02/08—02/10	P1: <b>REVIEW</b> —1 small size option/prototype P1: work outside class
	4   02/15—02/17	<b>CALLING WORKSHOP group 1</b>
	5   02/22—02/24	P1: <b>REVIEW</b> —1 full size option P1: work in class
	6   03/01—03/03	P2: <b>LECTURE:</b> HARMONIC PATTERNS P2: work in class / FNL Intention
	7   03/08—03/10	P2: <b>REVIEW</b> —2 half size options
	8   03/15—03/17	P2: <b>REVIEW</b> —1 full size option P2: work in class
	9   03/22—03/24	P3: <b>Group Intention, Name &amp; Artifact</b>
	10   03/29—03/31	SPRING BREAK
	11   04/05—04/07	5. <i>KS Manuel Lima</i> P3: <b>REVIEW</b> —Thumbnails P3: work in class
	12   04/12—04/14	6. <i>KS William McDonough</i> P3: Touchpoint groups
	13   04/19—04/21	7. <i>KS Ceibo Alliance</i> P3: work in class
	14   04/26—04/28	8. <i>KS Buckminster Fuller</i> P4: Samples   resume info
	15   05/03—05/05	9. <i>Neri Oxman</i> P4: work in class gallery exhibit
	16   05/10—05/12	10. <i>David Foster Wallace</i> P4: work in class
	17   <b>Sec03: We 05/18</b>	2.45pm to 5pm Final Exam: <b>P4 + P5: PRESENTATION</b>

This schedule is used as a guideline and subject to change with fair notice.

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