

class meets tth  
8:30am–11:20am  
# 42388  
12:30pm–3:20pm  
# 43225  
at art 201

this course is 4 semester  
units and graded.

andrea english  
lecturer  
graphic design

san jose state university  
art 327  
andrea.english@sjsu.edu

**office hours:**  
tth 11:30am–12:30pm

**course syllabus and handouts**  
<http://www.sjsu.edu/people/andrea.english/>

### Introduction

email answers to the following 6 questions by monday 08/25 to: [andrea.english@sjsu.edu](mailto:andrea.english@sjsu.edu)

- 1 where are you from?
- 2 what did you want to be as a child?
- 3 what is one thing you are really good at?
- 4 who does your family consist of?
- 5 what are your future plans?
- 6 why are you in this class?

---

## Project 1 | Building awareness

### visual storytelling

design an orihon style folding booklet visualizing the unique personality and character of your interview partner and their relationship to nature, specifically around water. collect information (see questions below) about him/her in order to interpret and transform the research into a compelling design using storytelling, poetry, quotes, lyrics etc

### brief

emphasis will be placed upon original concept development and the exploration of diverse processes, techniques and methods. (photography, screen printing, xerography...) you will be expected to experiment and explore, thereby expanding on your visualizing skills.

### questions to be answered

1. Tell me a memorable experience around water from your life.
2. What is your relationship to nature?
3. What is your favorite ocean animal?
4. What is your favorite color?
5. What is your favorite landscape?
6. What makes you feel connected with the world?
7. What are you passionate about?
8. Who is your favorite writer/poet/songwriter/designer? Why?
9. What does flow mean to you?
10. How is water meaningful in your life?

### deliverable

**orihon style folding booklet:** final format: 4"x 4", 4cp, high quality print (see 2nd sheet for details)

8/25	<b>p1</b> kick-off
8/30	P1 interviews   work in class
9/1	SCDP and creativity lecture   work in class
<b>9/6</b>	[p2] <b>group 1: Def. Moments/Calling WORKSHOP</b> / group 2 independent work p1
<b>9/8</b>	[p2] <b>group 2: Def. Moments/Calling WORKSHOP</b> / group 1 independent work p1
<b>9/13</b>	<b>2 options review</b>
9/15	work in class
9/20	individual consultations
<b>9/22</b>	<b>PRESENTATION</b> + turn in pdf file named: <b>lastname_197_p1.pdf</b> + <b>p4</b> all scans of P1 done (sketches, notes, layouts, pictures, etc)

## Project 1 | Building awareness

visual storytelling

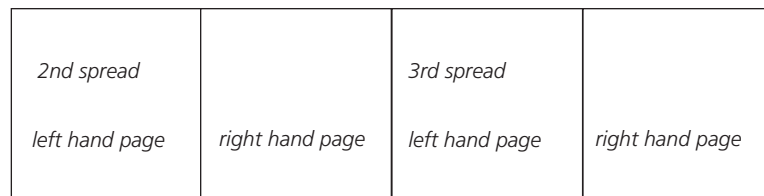
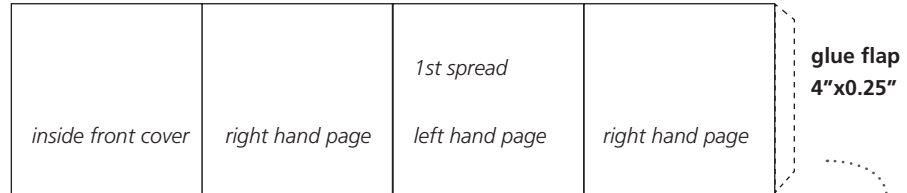
class meets tth  
8:30am–11:20am  
# 42388  
12:30pm–3:20pm  
# 43225  
at art 201

this course is 4 semester  
units and graded.

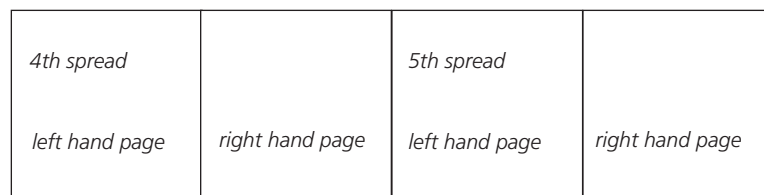
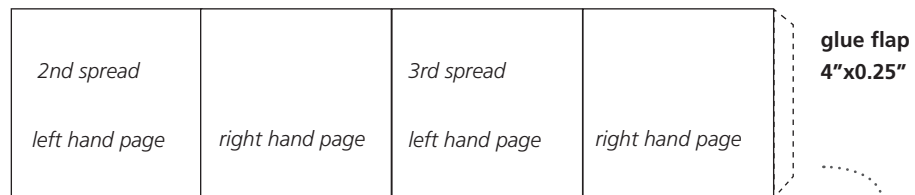
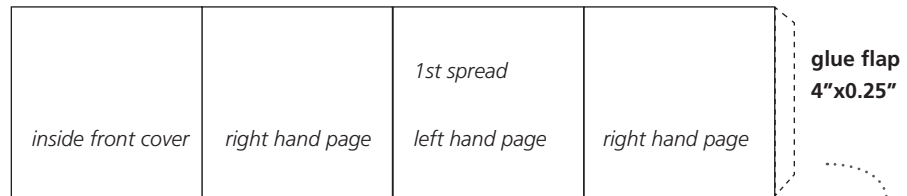
### deliverable

**orihon style folding booklet:** final format: 4" x 4", 4cp, high quality print, high quality cardstock paper  
design front and back

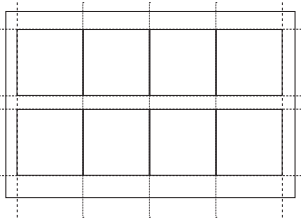
8-page option



or 12-page option



11x17 sheet:



andrea english  
lecturer  
graphic design

san jose state university  
art 327  
andrea.english@sjsu.edu

**office hours:**  
tth 11:30am–12:30pm

**course syllabus and handouts**  
<http://www.sjsu.edu/people/andrea.english/>