

INSTRUCTOR: Andrea English
OFFICE LOCATION: Art 327
TELEPHONE: 408.924.4381
EMAIL: andrea.english@sjsu.edu
OFFICE HOURS: tu th 11.30am–12.30pm
CLASS DAYS/TIME: tu th 12.30pm–15.20pm
CLASSROOM: Art 201
PREREQUISITES: Art 24, DsGD 63, DsGD 83, DsGD 99, DsGD 93 or DsGD 100, and DsGD 104

class meets tth
12:30pm–3:20pm
43225
at art 201

this course is 4 semester
units and graded.

Course Format

Course Description

This course addresses the resolution of the design of the degree project through fitting the appropriate form to its content and audience. As this is the final requirement for the BA Graphic Design Degree, the degree project is expected to represent a significant body of work accomplished over the course of four years in the BA Graphic Design program, culminating in the design of an exhibition of the work. A substantial amount of student activity in the studio will address acquiring and refining these skills and knowledge. Students are only eligible to enroll in this course if all credit requirements for the degree are complete in this final semester and the student is enrolled with full-time status.

Course 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:

- define their personal strengths and identify specific career choices prior to graduation through investigating design process;
- employ graphic design output as the means to enhance relationships between people in modern information society;
- demonstrate an uncompromising and high professional standard for model making (techniques, tools, materials, and craftsmanship);
- recognize design strategy system as a creative process and apply time management tools effectively;
- organize information to make compelling and experimental visual expressions for presentation.

Required Texts/Readings

- [Navigating a Sea Change, Lauralee Alben, 2002](#)
- [Sea Change Design Institute](#)

Other Readings

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, It's 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

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Other technology requirements / equipment / material

1. portable computer with software—adobe CC and type fonts (required)
2. materials include cutting mat approximately 18" x 24" (recommended), digital camera (access) felt-tip markers (basic set), flash drive, CD/DVD, ink-jet printer (11 x 17 recommended), metal ruler pencils: basic set, 2B, H, 2H etc., push-pins, "x-acto" knife
3. 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 Black and White (8.5 x 11) or (11 x 17) and color (8.5 x 11) or (11 x 17) prints.

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.

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 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.

- **Problem solving skills:** Planning, organizing, research and content gathering (message development), analysis, sketching and content integration.
- **Form giving skills:** 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:** The skill, dexterity, and attention to detail exhibited in presentation. The quality of line and form necessary for effective visual communication.
- **Participation and Preparation:** Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

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	90–100	Superior work, all criteria have been surpassed in a distinguished manner
B	80–89	Very good work, all criteria have been surpassed
C	70–79	Adequate, average work
D	60–69	Meeting minimum work required at below average quality
F	0–59	Failure to meet the course requirements

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

Project 1	20%
Project 2	20% (includes workshop attendance)
Project 3	20%
Project 4	20%
Project 5	20% (independent project)

The scheduled Sea Change Design Process workshops on **9/06, 9/08** and **10/25** 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.

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

- Be on time
- Phones off or on vibrate mode
- Laptops are to be used for course related purposes only.
- No eating during class.
- No personal talking during critiques
- No spray-mount adhesive spraying in the class.
- No cutting on tabletops.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

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This schedule is used
 as a guideline and
 subject to change
 with fair notice.
 You are responsible
 for regularly checking
 with the class web page
 (see below)

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schedule

	t	th
wk1 08/25		INTRO / GREENSHEETS P1: kick off
2 08/30—09/01	P1: INTERVIEWS / work in class	LECTURES: SCDP & CREATIVITY P1: work in class
3 09/06—09/08	CALLING WORKSHOP group 1	CALLING WORKSHOP group 2
4 09/13—09/15	P1: REVIEW—2 options	P1: work in class
5 09/20—09/22	P1: final consultation	P1: PRESENTATION + P4 process P2: kick off
6 09/27—09/29	P2: LECTURE: HARMONIC PATTERNS	P2: Thumbnails—work in class
7 10/04—10/06	P2: REVIEW—2 options	P2: work in class
8 10/11—10/13	P2: REVIEW—1 option	P2: final consultation
9 10/18—10/20	P2: PRESENTATION + P4 process P3 kick off	P3: Group Intention, Name & Artifact / Content Research
10 10/25—10/27	RIPPLING WORKSHOP	P3: work in class
11 11/01—11/03	P3: REVIEW—2 options	P3: work in class
12 11/08—11/10	P3: REVIEW—1 option	P3: work in class
13 11/15—11/17	P3: PRESENTATION + P4 process P4: kick off	P4: Thumbnails—work in class
14 11/22—11/24	THANKSGIVING	THANKSGIVING
15 11/29—12/01	P4: REVIEW—1 option <i>gallery set up</i>	P4: REVIEW—bc & resume
16 12/06—12/08	P4: work in class	P4: final consultation <i>gallery take down</i>

Final Exam Date: **wed 12/14** 12.15pm–14.30pm
P4 + P5: PRESENTATION