

**San José State University**  
**Department of Design, Graphic Design Program**  
**DsGD 103B, Advanced Typography II**  
**Section 01, Fall 2016**

**Course and Contact Information**

<b>Instructor:</b>	Randall Sexton, Professor, Graphic Design
<b>Office Location:</b>	Art Building, A233
<b>Telephone:</b>	408-924-4387
<b>Email:</b>	randall.sexton@sjsu.edu
<b>Office Hours:</b>	Tue/Thur 11:00 a.m.– 12:00 noon
<b>Class Days/Time:</b>	Tue/Thur 3:30 p.m.– 6:20 p.m.
<b>Classroom:</b>	Industrial Studies, 226
<b>Prerequisites:</b>	Pass BFA GD Portfolio Review, DsGD 105, DsGD 186

**Course Format**

**Computer/Software Requirements**

- Wireless laptop computer with software (Adobe Creative Suite)
- Reliable data backup
- Wireless network access: <http://its.sjsu.edu/services/sjsuone/>
- type fonts software
- flash drive

## **Faculty Web Page and MySJSU Messaging**

Copies of the course materials such as the syllabus, major assignments, project handouts, etc. may be found on my faculty Web Page: <http://sjsu.edu/people/randall.sexton/DsGD103B/>. You are also responsible for regularly checking with the messaging system through [MySJSU](#).

## **Course Description**

Capstone conceptual investigations, verbal and visual problem solving utilizing typography and image.

## **Course Goals**

This semester you will continue to experiment analyze and evaluate visual communications problems – interpreting ideas utilizing text and display letterforms (typographic problem solving) with visual metaphor(s), fundamental design theories, tools, and methodologies designers use to clarify, think, see, synthesize and dramatize the familiar world.

## **Course Learning Outcomes (CLO)**

Upon successful completion of this course, students will be able to:

LO 1 – Advance your form and space perception(s) (how information is visually perceived);

LO 2 – Strengthen your aptitude to for visual deconstruction and experimentation;

LO 3 – Enhance your awareness of typographic aesthetic values (why things look good or bad, and how things can be improved);

LO 4 – Refine your knowledge and skills in processes of visual construction and visual translation in two-dimensional environments (how things are put together);

LO 5 – Practice critical judgment for work produced under the designer' s direction (how things are crafted, and/or orchestrated);

LO 6 – Sharpen your aptitude to distinguish typographic relevance from trend or vogueish imitations;

LO 7 – Practice basic research methodology to identify, analyze, define problems, and to synthesize complex variables into a satisfying solution (how to use creative design methods);

LO 8 – Improve your capacity to communicate concepts and requirements, verbally as well as visually.

## **Recommended Readings**

History of Graphic Design: Edition 6, Philip B. Meggs, and Alston W. Purvis

ISBN-13: 978-1118772058

ISBN-10: 1118772059

Typographic Design: Form and Communication, Edition 6, Rob Carter and Philip B. Meggs

ISBN-13: 978-1118715765

ISBN-10: 1118715764

Pioneers of Modern Typography, Revised Edition, Herbert Spencer

ISBN-13: 978-0262690812

ISBN-10: 0262690810

Typographics1, Roger (editor) Walton

ISBN-10: 0688150667

ISBN-13: 978-0688150662

## **Other/equipment/material**

Portable cutting surface (required for cutting in classrooms)

## **Expenses**

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.

## **Library Liaison**

The San Jose State University Library supports student access to information with in-person reference at the King Library Reference Desk and specialized support for Design online at <http://libguides.sjsu.edu/design/GraphicDesign> or by appointment with Monika Lehman. She may be contacted at [monika.lehman@sjsu.edu](mailto:monika.lehman@sjsu.edu) 408.808.2657

## **Course Requirements and Assignments**

This is a studio-intensive course where 2 assigned project, will address the graphic design program Learning Objectives: Critiques, work-in-progress discussions, and assigned project reviews form the basis for group discussions within this class. You will be encouraged to develop evaluative skills, and

articulate them in the critique format. You will also be challenged to determine goals and to make observations and decisions that result in concise, informative, and engaging visual statements.

### **Grading Information**

The project and course performance will be evaluated according to the following components. Each project (2) 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. Bases for the grading are:

#### **Problem solving skills:** LO 5 – 8

The planning, organizing, message development, analysis, and willingness to present and discuss class assignments. Including the extent of personal engagement and verbal/visual contributions to class activities.

#### **Formgiving skills:** LO 1 – 4

Design exploration, development, and refinement – your collective skills in the synthesis and use of the elements, principles, and attributes of form into effective, and evocative solutions – your verbal/visual investigation of form and function.

#### **Conceptual skills:** LO 7 – 8

The skill, dexterity, and attention to details linked to visible ideas and related to investigations.

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

Project 1	50%
Project 2	50%

### **Grading Scale**

A-, A, A+ = Excellence (3.7–4.0)

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-, B, B+ = Very good work (2.7–3.6)

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-, C, C+ = Adequate, average work (1.7–2.6)

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-, D, D+ = Poor work and lack of effort (0.7–1.6)

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

F = Failure to meet the course requirements (0.0–0.6)

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.

### **Important Notes about Grading**

All assignment are graded, therefore you should do your best on them or your course grade will be adversely affected.

It is essentail 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.

## **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**

This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this semester, so in order to professionally and effectively deliver the curriculum it is necessary to establish some ground rules. Students are expected to read this syllabus thoroughly and to observe all of the regulations laid out below.

We are involved in a mutually beneficial communal learning experience, one that requires full attention and respectful behavior toward all members of the class. In order to maximize the learning experience, students are requested to observe the following etiquette guidelines:

- Students must take every step necessary to minimize distractions during class.
- Students are expected to arrive on time and to remain in class until the class is over, or excused. If you have a prior engagement that requires you leave before the end of class, please inform the instructor before class and take pains not to disturb other students when you leave.
- Announcements, handouts, and assignments are issued at the beginning of class. All critiques begin 15 minutes after official class start time; no work is to be added to the wall after a critique begins. It is your responsibility to inform yourself of any announcements or requirements that you miss due to late arrivals. Please do not interrupt class to ask about these. Remain after class if you have questions.

- Electronic devices not directly pertaining to your participation in this class must be turned off and put away before class starts. This means you may not place or receive calls, messages, play games, check e-mails, surf the web, pop into Facebook, Twitter, etc.
- In class Laptops are to be used for course related purposes only.
- **Please do not eat during class.**
- Socializing during lectures or when other students are presenting material for the benefit of the class is counterproductive and inconsiderate.
- No spray-mount adhesive spraying in the classroom.
- Do not use tabletops as a cutting surface.

It is expected that there will be 2+ hours of homework for each hour of class.

## **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://info.sjsu.edu/static/catalog/integrity.html>, 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 and or projects 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 Accessible Education Center (AEC) at <http://www.sjsu.edu/aec/> to establish a record of their disability.

### **Student Technology Resources**

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. Additional 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. <http://www.sjsu.edu/at/asc/>

### **Student Affairs**

The Division of Student Affairs provides a wide variety of services – career development, health and wellness, campus life, leadership development, cross cultural experiences, disability resources, psychological counseling, student housing, recreation, and co-curricular events. If you are interested in learning more about the departments and opportunities and services, please visit <http://www.sjsu.edu/studentaffairs/>.

### **Peer Connections**

The Peers Connection' s locations are in Room 600 in the Student Services Center, and Clark Hall, First Floor. 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 the Peers Connection' s website for more information at <http://peerconnections.sjsu.edu/>.

### **SJSU Writing Center**

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or 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. The Writing Center website is located at <http://www.sjsu.edu/writingcenter/>.

## Campus Emergency Numbers

Police 911

Escort Service 4-2222

## DsGD 112B, Advanced Typography II, Fall 2016, Course Schedule

All dates are subject to change with notice given at a prior meeting.

Week	Date	Topics, Readings, Assignments, Deadlines
1	08   25	project discussion
2	08   30	verbal review of designer
2	09   01	work in class, discussions
3	09   06	thumb nail sketch reviews
3	09   08	work in class, discussions
4	09   13	thumb nail sketch reviews
4	09   15	work in class, discussions
5	09   20	half size sketch review
5	09   22	work in class, discussions
6	09   27	half size sketch review
6	09   29	work in class, discussions
7	10   04	half size review
7	10   06	work in class, discussions
8	10   11	full size review
8	10   13	work in class, discussions
9	10   18	project completed
9	10   20	verbal reviews of event
10	10   25	work in class, discussion
10	10   27	work in class, discussion
11	11   01	brief review
11	11   03	work in class, discussion
12	11   08	work in class, discussion
12	11   10	review
13	11   15	work in class, discussion

Week	Date	Topics, Readings, Assignments, Deadlines
13	11   17	review
14	11   22	No Class
14	11   24	No Class Thanksgiving Holiday
15	11   29	review
15	12   01	work in class, discussion
16	12   06	review
16	12   08	completed
Final Exam	12   15	TBD