

# 103a

## San Jose State University

DSGD 103a-01  
Introduction to Graphic Design  
Spring '09  
Tu, Th 12–2:50pm

## Prerequisites

Pass portfolio review; DSGD 102.

## Instructor

Chuck Byrne

## Office

Room: 213, Art Bldg.  
Phone: 924-5448  
Do not leave messages about missing single classes.  
Office Hours: 10:45 am-11:45 am  
Tuesday, Thursday

## Faculty/Class Web Site

<http://ad.sjsu.edu/~cbyrne/>

## Class Purpose

The purpose of the class is to continue the study of graphic design problem-solving with an emphasis on communications and information problems that use typography as the primary tool for a solution. The class will also deal with the craft and technology involved in fine typography.

In addition to developing thinking and visual skills and craftsmanship, students are expected to develop their ability to articulate the problems and solutions they propose, as well as critically evaluate their own efforts and the work of others.

## Class Structure

Generally, class meetings will alternate between class crits and discussions, and studios, during which students will work on their projects and will receive individual assistance.

## Attendance

Students are expected to attend class, be on time and initial the attendance sheet. More than three unexplained absences is discouraged. Students are asked not to abuse faculty office hours in an effort to make up for missed classes. If you are going to miss a single class please do not leave a message on my office voice mail. It is unnecessary, and the voice mail is unreliable.

## Grading

Each project will be graded within as short a period as is possible and assigned a letter grade by the instructor using the school's basic grading policy. Late projects are subject to a loss of one letter grade. Assignments may be redone for portfolio purposes, but a project grade is assigned based on the original submission. Project grades and final grades are not changed except when there is an error in recording the grade.

Each project returned to the student will be accompanied by a form containing the grade for the project and scoring that produced the grade based on the following criteria:

Individual project grades are based on:

- The fulfillment of the objectives of the assignment as stated on the project sheet and as qualified or revised in class by the instructor.
- The quality of the intellectual concept and creativity behind the student's solution.
- The quality and appropriateness of the implementation and details of the student's project related to the student's concept.
- The craftsmanship displayed in executing the project as well as its presentation.

The course grade is based on:

The average of the grades from individual class projects and a single grade equivalent to a project grade that reflects the instructor's evaluation of the following:

- Aptitude: The apparent aptitude or ability of the student for the course material and graphic design.
- Motivation: The student's apparent motivation, effort and interest in the course and the study of graphic design.
- Progress: The apparent progress made by the student during the course.
- Participation: The apparent participation of the student in class discussions and activities.

## Tools and Materials

Note Book

A computer and graphic arts software. General studio tools will be required as well as an 18"x24" plastic cutting board (available at the book store.)

## Fees/Expenses

There is a \$45 school printing fee for this class. The fee is used to cover software licensing, printing consumables, networking infrastructure. It includes 50 black and white (8.5 x 11) or (11 x 17) in-class laser prints and 30 color (8.5 x 11) or (11 x 17) prints used for this class.

Please do not make prints for personal use or for other classes.

Other costs (including large-format printing) for semester supplies/materials will vary according to the individual.

## Reading–Recommended

Many of the following books can be found in the campus library. All can be purchased at:

William Stout Architectural Books  
804 Montgomery St.  
San Francisco, CA  
415-391-6757  
<http://www.stoutbooks.com>

The All New Universal Traveler: A Soft-systems Guide to Creativity, Problem-solving, and the Process of Reaching Goals, Don Koberg and Jim Bagnall. (1st or 4th Editions Only)

Conceptual Blockbusting: A Guide to Better Ideas, James L. Adams.

Education of a Typographer, Heller, ed, Byrne et al, Allworth Press, 2004

Typography: Macro+Micro Aesthetics, Willi Kunz, 2nd Printing, 2000 Verlag Niggli, AG

The Elements of Typographic Style, Brighurst, Robert, H & M, 1999, 2nd Edition

Writing: The Story of Alphabets and Scripts, George Jean, 1987,

Discoveries Series, Harry Abrams, Inc  
Stop Stealing Sheep & Find Out How Type Works, 2003, Erik Spiekerman & E. M. Ginger, Adobe Press

Basic Typography: A Design Manual, James Craig, Revised 1990, Watson-Guptill

A History of Graphic Design, 4th edition, 1992, Philip Meggs, Van Nostrand, Reinhold.

Typographic Design: Form and Communication, Carter, Day, Meggs, Wiley, 3rd Ed.

Typography: A Manual of Design, Ruder, Emil, Hastings House

## Classroom Courtesy

1. Do not consume food in the classroom.
2. Refrain from talking during critiques except for comments to the entire class.
3. Don't use spray adhesives in the classroom or hallway.
4. Don't cut materials directly on table tops or other furniture.
5. Turn phones and pagers off while in the classroom.
6. Do not arrive at the end of class and expect last minute attention or critique from the instructor.

## University Policy Information

### Academic integrity

Academic integrity statement (from Office of Judicial Affairs): "Your own commitment to learning, as evidenced by your enrollment at San José State University and the University's Academic Integrity Policy requires you to be honest in all your academic course work."

Faculty are required to report all infractions to the Office of Judicial Affairs."

The policy on academic integrity can be found at:

<http://www2.sjsu.edu/senate/S04-12.pdf>

### Academic Honesty.

Faculty will make every reasonable effort to foster honest academic conduct in their courses. They will secure examinations and their answers so that students cannot have prior access to them and proctor examinations to prevent students from copying or exchanging information. They will be on the alert for plagiarism. Faculty will provide additional information, ideally on the green sheet, about other unacceptable procedures in class work and examinations. Students who are caught cheating will be reported to the Judicial Affairs Officer of the University, as prescribed by Academic Senate Policy S04-12.

### Disabilities

Campus policy in compliance with the Americans with Disabilities Act: "If you need course adaptations or accommodations because of a disability, or if you need 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 register with DRC to establish a record of their disability."

## General Comments

Please feel free to discuss any problems you may have concerning this class or its content with me.

## Campus Emergency Numbers

Police 911  
Escort Service 4-2222