San José State University
Department of Design
DSGD 083 Digital Applications Basics
Section 02
Spring 2017

Instructor:	Alvin Thompson, Lecturer, Graphic Design
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By appointment:	Call above number
Class Days/Time:	Mon/Wed 8:30am – 11:20am
Classroom:	Art 201
Course Fees:	$45

This course is 3 semester units and graded.

www. atdesignonline.com/education.
Copies of the course materials such as the sylliabus, Description of Assignments and handouts are posted on this website.

Course Description
The focus of this course is on the fundamental basic design and an introduction to the use of the latest graphic software applications (Adobe Photoshop CS6, Illustrator CS6 and Indesign CS6) for graphic designer. This course will introduce these applications as they apply to both the print industry and interactive multimedia production.

Student Learning Objectives
1. Demonstrate an understanding of the terminology, and tools used in graphic design and interactive multimedia production software. 2. Gain an understanding of the difference between Vector and Raster programs. 3. Explain basic attributes of digital graphic design and interactive multimedia software.

4. Gain a level of skill in the use of these software programs. Describe cross platform and on line multimedia development issues and techniques. As well as file formats for both the PC and Mac. 5. Identify professional development resources for print and interactive multimedia developers. 6. Explain color theory, Basic Design and Gestalt psychology as it applies to graphic design

This is a studio-intensive course where 16 assigned projects will address the graphic design program Student Learning Objectives, to view please visit:
 http://www.sjsu.edu/ugs/assessment/programs/humanities/art/Graph_Des/.

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.

Course Content Learning Outcomes
Upon successful completion of this course, you will, through experimentation, careful analysis, and evaluation, Begin to establish a basis for visual problem solving utilizing the following interrelated theories.

Upon successful completion of this course, students will be able to:
LO 1 – identify the design elements and techniques of visual compositions;
LO 2 – use the interrelated design principles to build and work with the design elements;
LO 3 – have a working knowledge of Adobe Illustrator;
LO 4 – have a working knowledge of Adobe Photoshop;
LO 5 - have a working knowledge of Adobe Indesign'
LO 6 - Understand how color theory on and off the computer works.

Library Resources (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 or by appointment with Librarian Rebecca Feind. She may be contacted at rebecca.feind@sjsu.edu or 808-2007.

Material List (estimated Cost $50 to $400)

A laptop computer with software (Adobe Creative 6 or later). I don't require text books for this course, but I recommend that you acquire a book on each software program. I also want you to sign up at www.lynda.com for 3 months. You will need a PC USB jump drive or a cd burner to store your projects on. You need to back up your work because, I will not accept any excuse for lost work.

Costs and Fees:

There is a $45 printing fee for this course to cover software licensing, printing consumables, and infrastructure, includes Black and White 8.5 x 11 or 11 x 17, laser prints, and 30 color 8.5 x 11 or 11 x 17, prints and ink. You paid this with students fees.

Administrative Policies

This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this course, 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.

Classroom Protocol

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.
- 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 class.
- Do not use tabletops as a cutting surface.

It is expected that there will be 1.5 to 2 hours of homework for each hour of class. Each student is responsible for missed information and demonstrations. I will gladly repeat lectures and demonstrations if the student does not understand when it was presented, but I do not enjoy repeating information if you are just late or missed the class.

Dropping and Adding
Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic calendar web page located at http://www.sjsu.edu/academic_programs/calendars/academic_calendar/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

Class Projects
There will be approximately one project every week, but turned in in groups. Assignments turned in late will be graded lower by one full grade. The lecture/discussion will usually be at the beginning of every class but tips and extra help thru the remainer of the class time.

Grading Criteria
Grades will be determined by the tests, class participation, effort and the quality and quantity of the class exercises and course activities completed. I total up points values and divide by the number of graded objects to derive at a grade. Work turned in late will be marked down at least a full grade. I will not drop a student, if a student quits coming to class, I will just grade the student with an F.

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 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.

Deadlines
During the regularly scheduled Final Exam day and time is when you will submit the last project. 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.

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://www.sjsu.

edu/senate/S07-2.htm, 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.sa.sjsu.edu/judicial_affairs/index.html. 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 Disability Resource Center (DRC) at http://www.drc.sjsu.edu/ 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.

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/

Learning Assistance Resource Center
The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. 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 tutor-

ing are available. Please visit the LARC website for more information at http://www.sjsu.edu/larc/.

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/about/staff/.

Peer Mentor Center

The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering "roadside assistance" to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop –in basis, no reservation required. The Peer Mentor Center website is located at http://www.sjsu.edu/muse/peermentor/

Campus Emergency Numbers

Police 911

Escort Service 4-2222

Assignments: copies and more information at www.atdesignonline.com

Illustrator:
1. Lines (See Pdf Handout for directions) Due: Mar. 1st.
2. Black Square Problem: (See Pdf Handout for directions) Due: Mar. 1st.
3. Option between Balance and Shapes Problem: (See Pdf Handout for directions) Due: Mar. 1st.
4. Block Repeats (See Pdf Handout for directions) Due: Mar. 1st.
5. Nine Objects (See Pdf Handout for directions) Due: Mar. 1st.
6. Make a color wheel and a value scale of one hue. Include on the same page a two column paragraph text box that describes Albers's color theory. (See Pdf Handout for directions) Due: Mar. 1st.
7. Additive and Subtractive color wheel. (See Pdf Handout for directions) Due: Mar. 15th.
8. Copy a given cd in vector format. The CD has to fit on our template die cut. (See Pdf Handout for directions) Due: Mar. 15th.
9. Scan in a picture of yourself and then make a vector image of it. (See Pdf Handout for directions) Due: Mar. 15th.
Photoshop there will be a quiz on the toolbox shortcuts Mar. 22nd.
1. Repair a damaged photograph. Due: Apr. 19th.
2. Make a composite image out of three of your photographs with the end results having only one perspective and one lighting condition.. Due: Apr. 19th.
3. Make two different images using painting tools and filters. (The subject matter: 1. Something important to you, 2. Something dealing with emotion.) These images could be any type of Art. Due: Apr. 19th. **These are two seperate images.**
4. Prepare at least three photos (could be scanned) for the web, print, and a computer presentation. You will end up with 9 files. Due: Apr. 19th.
All Photoshop assignments will be turned in on a well designed CD.

Flip Book:
Make a Flip Book using the programs that you have learned. At least 32 pages. This project should be of the quality that you would be proud to show in future. Binding, size, paper and subject matter to be designed by you. Due: May 4th.
Indesign:
Write a ten page paper on color theory. This paper will be in Magazine format, with pictures, with at least two master pages, with automatic page numbering, and at least two style sheets. Then prepare this assignment to take it to a service bureau that is using InDesign on a Mac Due: last class before finals. Can be turned in during finals.

Presentation: Make a presentation of your work to show the class on the computer. Due the finals period.

Warning: a pop quiz could happen at any time.
Footnote: If the rules of an assignment is not stated either in writing or verbally, then I am leaving you room for your creativity.