

GRAPHIC DESIGN 03

SAN FRANCISCO STATE UNIVERSITY

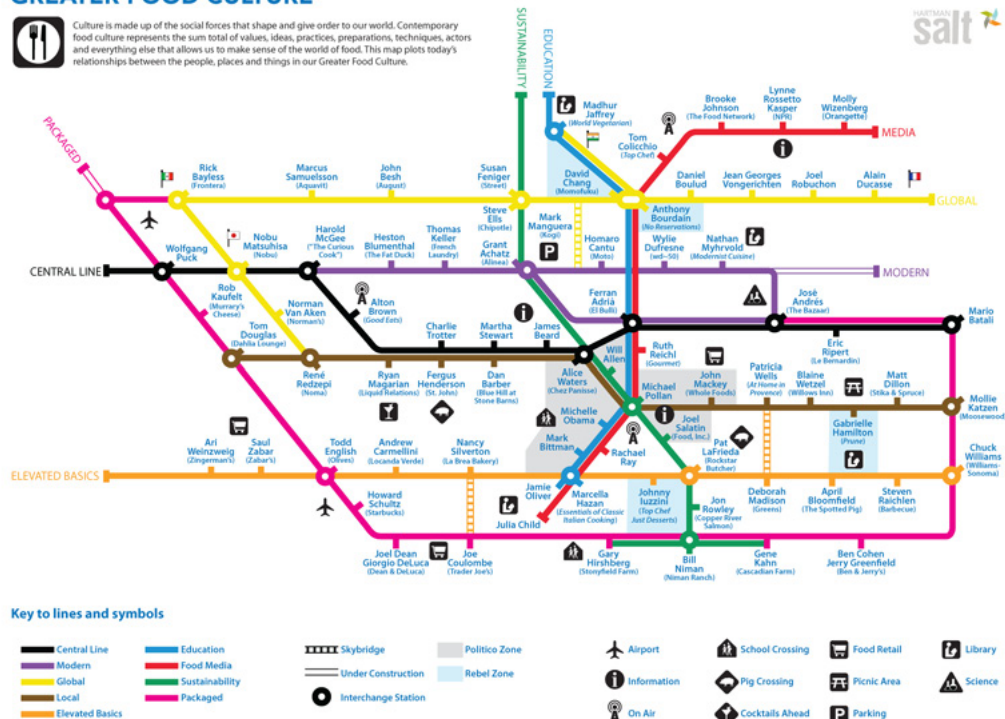
DAI 525

GREATER FOOD CULTURE



Culture is made up of the social forces that shape and give order to our world. Contemporary food culture represents the sum total of values, ideas, practices, preparations, techniques, actors and everything else that allows us to make sense of the world of food. This map plots today's relationships between the people, places and things in our Greater Food Culture.

HARTMAN
salt



<http://www.hartmansalt.com/food-culture-analyzed/greater-food-culture/228>

SYLLABUS

DAI 525.01: Graphic Design 03

SYLLABUS

San Francisco State University

Tuesdays + Thursday 2:10-4:55

Room FA 115

INSTRUCTOR

Stacy Asher

Office: FA519

stacyasher@gmail.com

COURSE WEB SITE

stacyasher.com/DAI_525_SFSU_Fall2012.html

OFFICE + ADVISING HOURS:

5:00-5:30 T + TH in

office hours location

Main DAI Office Rm. FA 121

SYLLABUS & EXPECTATIONS

All students are expected to read and fully understand this syllabus and the expectations of the course. It is the student's responsibility to ask for clarification if anything is unclear or not understood.

COURSE PREREQUISITES

All classes listed below are required (with a minimum grade of C) or consent of instructor. Note: Exceptions made for students with contracts that do not specify the completion of Core classes prior to taking Major classes (i.e. BAIA/older contracts). Contracts will be checked for confirmation/approval.

DAI370: Colloquium

DAI322: Computer Graphic Imaging

DAI 323 :Visual Design Literacy

DAI 324 GW : Research and Writing for Design - GVAR

DAI 356 : A History of Design and Technology

DAI 325: Graphic Design 1: Introduction

DAI 425: Graphic Design 2: Typography

Priority given to:

DAI majors

DAI graduating Seniors

International exchange students (Brunel, NABA)

DAI Graduate Students.

DAI Seniors that meet prerequisite

DAI Juniors who meet prerequisite

COURSE STRUCTURE + GENERAL POLICIES

The course assignments address the complex issues of graphic design and visual communications. Each project or problem, is carefully structured to create conditions conducive to discovering systems of design. These conditions encourage exploration of visual communication concepts and design principles, allowing students to develop more personally expressive ways of solving communication problems.

Approximately one semester will be spent in lecture and class discussion; the remainder of the class will be spent in critique of student work. All students should be prepared to spend a significant amount of time outside of the allotted class time on process and production of projects. Under this instructive approach, personal and intuitive concepts are stressed over specific technical skills. These skills and techniques needed to execute the assignments are not taught; they must be developed through involvement with the problems.

All students are expected to actively participate in class critique, class discussions and work with peers to provide constructive feedback; this will provide a positive studio experience. Lack of participation will impact your final grade. Students who do not participate in class critique or individual discussions with faculty when scheduled should not expect private critique with faculty at a later date.

If at anytime during the semester you want feedback on your project or performance, or wish to discuss any issue related to school or the field of design, please feel free to see me during office hours or arrange an other convenient time.

LEARNING OUTCOMES

Objectives, Criteria & General Parameters

The objectives of the project are, to varying degrees and dependent on your interests, as follow:

- to develop your abilities in research and advanced problem solving
- to develop a methodology for a design process driven by research.
- to craft information, including data, narrative, qualitative, quantitative and otherwise.
- collaboration with other disciplines and experts
- to understand visual communication design as having the ability to provide knowledge and social capital.

The end result should be a project that tells us something new about a site with extensive observation, research, exploration and experimentation. It should visualize this through (including any or all, but not limited to):

- maps, diagrams (quantitative, qualitative)
- text (list, itinerary, story, poem, forecasts, projections)
- images (photo, illustration)
- motion
- sound
- texture
- experience
- etc.

We will be creating a collection of maps. They will be compiled into a atlas. Each map must address some significant aspect of the concept for your investigation. Various methods should be considered and students are expected to explore multiple a wide variety of methods. These methods should be evaluated on their effectiveness as generators of good information relative to your project goals. You will present these methods during reviews. You should examine and determine these methods during your investigations, design explorations and reviews.

While there may be a seemingly infinite number of methods of representing your concept, we will direct our efforts to the following forms:

- Maps
- Information Graphics and illustrations
- Photography
- Cited text
- Contributed text

We will be considering geography in broad terms, to include all (or many) of its branches including physical, human, urban as well as the more esoteric branches such as psychogeography.

FORMAT

The final compilation of your research will be combined into a Folio or Atlas, which will be a printed and published as digital publication [.pdf]. We will likely be using print on demand (Blurb, etc.) and simple available web publishing sites such as Issuu.

PREPARATION FOR CLASS

Students are to be prepared at the start of each class with assigned work and supplies. Continual lack of preparation will impact your final grade. A large percentage of class time for this course will be spent in guided discussion as lectures, project critiques and seminars. Students should therefore, expect that this course will follow a "hybrid" lecture/studio format, and that much of the individual project work will develop outside of the class. Students should plan to spend class time working on project work or research for this class. Any student found working on assigned project work for another course, or concentrating on personal, extracurricular interests, including internet use, will be asked to leave class and will be given an absence for the period. Text and e-mail messaging is not allowed during class time. Students should not spend class time using the library or any other research facility on campus without the professor's consent.

Class preparation is essential to receiving feedback on one's work. If, at the beginning of class, you are not prepared with the required number or type of sketches, materials, etc., do not post your work on the board for feedback. Do not work on your project, other projects or talk with others about irrelevant issues during critiques.

Students who miss lectures and class discussions due to absence must obtain notes for the classes missed and assignments from a classmate prior to the next class period. I will be glad to clarify information pertaining to the course. It is not possible to repeat lectures that elaborate on project descriptions on an individual basis. Students should make every attempt to obtain general information from classmates before discussing details with faculty.

Cell phones must be turned off in class time. Students will not be allowed to listen to music via speakers or headsets during class time.

READING ASSIGNMENTS

Students in this course are expected to participate by developing a visual awareness of form and content in design, reviewing outside periodicals and design publications. From time to time readings from required and supplemental materials will be assigned. Discussion will follow these readings to clarify, pose questions and ensure understanding of the material which relate to Typography. A quiz may be given on the discussion days.

RELIGIOUS BELIEFS

You must declare your intention to observe holidays [include name of holiday and dates] in writing within the first two weeks of the semester.

PLAGIARISM

Students will observe and respect the university's policy regarding plagiarism as noted in the college's Academic Honesty Policy. As this policy stipulates, all writing submitted for this course, whether in "draft" form or final form, must not represent the words or ideas of another person without reference or citation. Any student who violates plagiarism standards or any other Academic Integrity standards can expect to receive a failing grade for the project and the course. Failure to abide by this rule will result in failing the course and could result in expulsion from the college. Students are also required to provide formal citations for all images and references used.

EVALUATION

Final Grades are the result of many areas of evaluation. Semester grades will incorporate a variety of factors, notably conceptual development, engagement with design process, quality of presentation, attendance, effort, level of interest and participation in class, three projects, annotated bibliography, an on-line journal and one final examination.

While attendance and class preparation appear to relate most directly to professionalism [attendance, deadlines, verbal articulation, participation], they also affect other areas of evaluation. Faculty rely on classroom observation and discussion in evaluating a student's process [in addition to the process notebook]. Students who attend class and are prepared for the scheduled activities/discussions, reveal valuable information about their performance that may not be evident in the final comprehensive. In the absence of such information, faculty must resort to an unsatisfactory rating in evaluating the student's process.

The final evaluation of work [realization] involves more than totaling the grades on individual projects and/or determining that all assignments have been completed. Faculty assess students' abilities in realizing concepts and controlling the visual elements of communication throughout the semester. Improvement and the mastery of increasingly complex material are evaluated. Students who miss lectures, project explanations, and class discussions may be able to complete projects within deadlines but rarely demonstrate the understanding of students who attends on a regular basis. Since faculty organize courses of study so that projects build one upon another, students who miss information or fail to understand projects early on are at a disadvantage throughout the semester.

DELIVERABLES

Quantitative Map

Create a visual representation of the structure and form of your site or food pantry. example: a visual chart of the contents of your personal food pantry

Qualitative Map

Create a visual representation of the expressive and emotive aspects of your investigation [conceptual] This map illustrates an aspect of your food pantry that extends beyond the physical space where the contents are held.

System / Key

Create a system for the translation for one of your maps. This should be based on what you have developed and assessed

Process

Records of your investigations, sketches, drawings, photographs, written notes, found imagery and objects. Some process highlights will be included in your Atlas. All process will be included in your process book.

ATLAS

1. A compilation of your research and production of the maps.
2. Multi-page PDF (upload to iLearn) including:
 - a. Documentation/image of final pieces. Include previous images of quantitative, qualitatively prototypes.
 - b. Written introduction to the project
 - c. Essay (~1000 words)
 - d. Guideline explaining and demonstrating the system used to translate (visual if applicable)

Three projects will be assigned during the semester. Project work assumes that each student will devote an equivalent amount of time to homework assignments each week (six hours) as to time spent in class. Each project must be turned in for grading following the critique, and projects cannot be returned until grading is completed. Students will be expected to save the beginning and intermediate stages of their work for each project in comprehensive fashion, and to submit these stages as an organized body of work (process book) for project grading. Any project that receives a grade below D must be reworked; no student will be able to pass the course with a F grade for any project.

Grading: Total possible points: 700

Maps 1 - 2 + System / Key @ 100 points each = 300 points

Process Book = 100 points

Personal DAI 525 Graphic Design 03 on line journal = 100 points

Final Deliverable ATLAS / Presentation = 100 points

100 – 94% A, 93 – 90% A-, 89 – 87% B+, 86 – 84% B, 83 – 80% B-, 79 – 77% C+, 76 – 74% C, 73 – 70% C-, 69% and below D

With regard to letter grades: The grade of "C" is satisfactory. It is not poor performance. If a student receives this grade they have put forth a reasonable amount of effort and attained acceptable [average] results.

A "B" grade shows the student has pushed beyond the average; they have understood the needs of the project and addressed them; they have employed their learning and have crafted successful resolutions to the design problems assigned. Students receiving a "B" have reached a level which clearly exceeds "competency"

The "A" is reserved for students who have attained excellence. They have, in fact, exceeded the expectations of the project's tasks put before them. Additionally, interest, enthusiasm, energy, and passion for design and the learning process have been displayed.

CRITERIA FOR EVALUATION

IN GENERAL

Observe copyright laws. Shoot your own pictures and make your own art whenever possible. Never use low-res photographs in print pieces. If you use stock photography, be sure that you buy the rights to the pictures. Always make a note of the artist so you can credit him/her later. There is plenty of good quality, inexpensive stuff out there. Get in the habit of observing the same copyright restrictions that professional designers must abide by. It will make you more creative. Images taken from the internet (other than images purchased from stock photo, etc.) ARE NOT ALLOWED.

By submitting your files, you agree that your work may be published in a future DAI publication. If reproduced, your work will be credited to you.

PROJECTS & GRADES

All projects must:
Follow directions and specifications
Handed in on time
Display professionalism and quality

A student's final grade is based on the following:
Projects, which break down to approx. 50% process work and 50% final.
Participation in class discussions and critiques.
Attend all class sessions for full class time.
Comprehension and understanding of concepts covered in class.
Ability to verbalize about work.
Contact with instructor and interaction with classmates.
Level of engagement, enthusiasm and interest in your research.

Projects and exercises are graded on the following criteria:

DESIGN / IMAGERY

Organization, format, continuity
Image quality, resolution
Execution of artwork
Effectiveness of image message

CONCEPT

Originality and clarity of idea

TYPOGRAPHY

Typesetting

Legibility, readability, clarity

Organization, hierarchy, clarity

Appropriate message, style

Spelling, grammar, proofreading

PRODUCTION QUALITY

Precision and attention to detail

Fine presentation of work is a hallmark of graphic design, and as such you will be expected to present your work in a clean, neat and professional manner. Basic production techniques will be covered and demonstrated in class.

ABILITY TO FOLLOW PROJECT DIRECTIONS, QUALITY OF FINAL OUTPUT

Sketches, Process Work Demonstration and documentation of a thoughtful and rigorous process and development of concept and form. Observed and evaluated informally over the course of the project documented in process book (see below)

THESIS

With each project, you will be expected to turn in a printed one page thesis (min 250 words) in which you will:

Present your problem,

State what the project represented to you,

Explain your design decisions,

Explain your solution

Present a conclusion in which you determine whether you were successful or not.

PROJECT PROCESS BOOK

Students are required to keep a process book [3 ring binder] of all phases of work for each project. At times I may request that I access your course projects and process books for documentation. The process book is a comprehensive record of your research and investigations. It is organized and easy to follow and represents how you thought about your projects and how you created solutions to the design problems.

DEADLINES

All projects and exercises are due on the day and time given, always at the beginning of class unless otherwise noted. Projects that are late will not be accepted.

ATTENDANCE POLICY

Consistent and prompt attendance develops responsible professional behavior and insures that students have access to the full range of experiences and information necessary to complete class assignments and acquire skills and knowledge emphasized in a university education.

Consistent with college practice, students are expected to attend all sessions of courses for which they are registered. Only two unexcused absences will be allowed. The 3rd un-excused absence will lower your final semester grade by one letter. The 4th unexcused absence will result in a loss of two letter grades. Five unexcused absences will result in an unconditional absences and results in failing the course. Field trips, outside lectures, and any other special events that take place outside of the classroom during class time will also count towards final attendance.

Students should be informed that the allotted absences [2] are to accommodate routine illness, weddings, car trouble, etc. doctor appointments, advisor conferences, trips to supply stores and labs, employment, etc., should not be scheduled to conflict with class. Faculty cannot be placed in the position of determining which absences are excusable and which are not. All students are expected to attend class on a regular basis. Prolonged illness should be verified by a physician and may require the student to withdraw from class if he/she cannot complete work in a comprehensive and timely manner.

Tardiness is defined as being ten minutes late for class or departing before class has been formally dismissed by the professor. Three tardies are counted as one absence. [note: tardiness that exceeds 45 minutes will be counted as an absence] It should be further noted that faculty are frequently called upon to recommend students for professional positions upon graduation and are contacted by potential employers as references. In such instances, reliability is always discussed. Students with a responsible record of attendance are likely to receive favorable recommendations.

Students arriving late for any critique or final presentation will be asked to leave their work with the professor and will not be allowed to remain in class for the critique.

DOCUMENTATION

Students are also required to turn in a DVD of all work produced for the class, including process, and final presentation results. Photographic documentation of students in process throughout the semester will be produced for future presentations.

SUPPLY LIST

Students should have the following items available for use on a daily basis:

Epson single -weight or presentation weight matte paper for project printing, various sizes up to 17" X 22" as needed

Schaedler Precision Rulers

Scissors

X-Acto Knife and #11 blades

Cutting mat

Drafting Tape or artist's tape, white

Recordable CD or DVD's and external jump drive for storage, transfer and backing up files.

Digital Camera*

Xeroxes as needed

Sketchbook

Various drawing tools

Black, 3-ring binders for process books [3 total]

PUSH PINS

A digital camera is required. You can use your smart phone or hand held device as long as the image quality is adequate. If you don't have one, you may check one out through the SFSU AV Technology Department.
<http://www.sfsu.edu/~avtv/>

REQUIRED TEXTS

Visible Signs: An Introduction to Semiotics in the Visual Arts, 2nd Edition,
David Crow

This course is comprised of three major projects. For each, I will present a project brief and describe the objectives and parameters. It is your responsibility to take adequate notes and ask appropriate questions until you have a full understanding of the project. The ability to adequately define problems is an essential design skill and the first stage in a successful design process.

In addition to any requirements described, you are required to turn in the following with each major assignment:

1. A process book of all sketches, research, relevant notes, inspiration, etc.
PDF of the final assignment uploaded to iLearn.

2. All project deliverables completed and on time. Any missing project deliverables will result in you NOT being able to present your final work and a reduced grade. NO late work will be accepted.

WORKING IN CLASS

Always be prepared to work in class. It is recommended that you keep a sketch/note book that is exclusive for this class and the projects. Always have your sketch/notebook with you. Bring necessary files as well as sketches, studies, notes. If you have a laptop, always bring it. If you have the ability to store files online, do it to assure that you always have access to your latest files.

NO EATING IN CLASS. NO EXCEPTIONS.

Beverages allowed, but must be covered and kept away from work areas and equipment.

CLEAN UP AFTER YOURSELF

CRITIQUE

Class critiques and review of work will be ongoing and are an integral part of the course. Criticism shall be of a constructive nature, with the intent of helping your classmate develop his/her skills. Critique of your classmate's work will assess both strengths and weaknesses - it is no help to simply praise work - we really only learn from our mistakes. Students MUST take notes when being critiqued, whether by group or one-on-one with instructor.

FILES AND MATERIALS

Make sure you are backing up your computer/laptop regularly. If you have the ability to store files online, do it to assure that you always have access to your latest files. There are no excuses for not being prepared for working in class. Failure to be prepared will result in the student being marked absent for the class session.

LABELING WORK

Printouts of final pieces must be labeled on the back, or included on back cover of Process Book unless otherwise noted. Handwritten is NOT acceptable and will result in a grade reduction for the work.

DAI525: Asher

Your Name

Project Name

Date

Digital files MUST be labeled as follows:

first initial last name_project name_deliverable number.pdf - example:

sasher_project1_01.pdf

Failure to do so will result in a grade reduction for the work.

There will be no open laptops (except lab) or cell phone usage (including texting) during class time. Use of any of these during class time will result in you being marked absent for the class session.

SOFTWARE

Except for occasional review or explanations, software will NOT be taught in this class. It is assumed that you come to this class with a basic understanding of the required software (Adobe, Illustrator, Photoshop, InDesign and Acrobat) from either DAI322 or an equivalent class from another institution. If you have questions or problems pertaining to the software being used consult in this order: Software tutorials, support, etc. Books: There are lots of books out there. Consult with your friends/classmates, etc.

WORKING OFF-THE COMPUTER

Encouraged and expected. The computer is just a tool and you are not to be limited by it.

IMPORTANT INFORMATION

Statement on Cheating and Plagiarism

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit; such acts also include assisting another to do so. Typically such acts occur in relation to examinations. However, it is the intent of this definition that the term "cheating" not be limited to examination situations only, but that it include any and all actions by a student that are intended to gain an unearned academic advantage by fraudulent or deceptive means. Plagiarism is a specific form of cheating which consists of the misuse of the published and/or unpublished works of others by misrepresenting the materials (i.e. their intellectual property) so used as one's own work. Penalties for cheating and plagiarism range from a zero or "F" on a particular assignment, through an "F" for the course, to expulsion from the university. For more information on the University's policy regarding cheating and plagiarism, refer to the University Catalog (Policies and Regulations).

Statement on Disruptive Classroom Behavior

The classroom is a special environment in which students and faculty come together to promote learning and growth. It is essential to this learning environment that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general

goals of academic freedom are maintained. Differences of viewpoint or concerns should be expressed in terms in which students and faculty may learn to reason with clarity and compassion, to share of themselves without losing their identities, and to develop an understanding of the community in which they live. Student conduct that disrupts the learning process shall not be tolerated and may lead to disciplinary action and/or removal from class. Disruptive behavior also includes allowing your cell phone to ring in class. Please be considerate and turn your cell phone off before class begins.

Disability Programs and Resource Center

Students with disabilities who need reasonable accommodations are encouraged to contact the instructor. The Disability Programs and Resource Center (DPRC) is available to facilitate the reasonable accommodations process. Individuals with physical, perceptual, or learning disabilities as addressed in the American Disabilities Act should contact the Disabilities Resources Center for information regarding accommodations. The DPRC, located in SSB 110, can be reached by telephone at 415-338-2724 (voice/TTY) or by email.

STUDENT COMMITMENT

Course Structure + General Policies

Having read the Course Syllabus, you are now aware of the importance of responsible attendance, class preparation, policies and procedures. Please complete the information below and sign, acknowledging that you fully understand what you have read.

Date_____ 2012

Signature _____

Print Name_____

Address _____

Phone_____

email _____

What do you enjoy most about graphic design?

What do you expect to achieve from this course?

What are your artistic strengths?

What are your personal strengths?

What would you like to improve on during this course?

GRAPHIC DESIGN 03

SAN FRANCISCO STATE UNIVERSITY

DATE _____

DAI 525

Marielle Atanacio _____

Dana Bondi _____

Simone Bradley _____

Pichamon Chamroenrak _____

Christopher Diaz-Mihell _____

Sebastian Diaz-Mihell _____

Joshua Gomez _____

Nora Gutierrez _____

Meg Howie _____

Rachael Koffel _____

Giacomo Lando _____

Henry Ngo _____

Riccardo Pallicelli _____

Ashley Petty _____

Roberto Pignataro _____

Claudia Rodriguez _____

Paul Skittone _____

Justin Soong _____

Myles Stephens _____