

## Projects & class structure

class meets tth  
8:30am–11:20am  
# 42388  
12:30pm–3:20pm  
# 43225  
at art 201

this course is 4 semester  
units and graded.

### MANDATORY READINGS before first workshop 9/01

Seachange Design Institute  
[www.seachangedesign.com](http://www.seachangedesign.com)

download/read the article: *Navigating a Sea Change PDF*  
[www.seachangedesign.com/about.htm](http://www.seachangedesign.com/about.htm)

### MANDATORY VIEWINGS

TED: Sir Ken Robinson on “school kills creativity”

[http://www.ted.com/talks/lang/eng/ken\\_robinson\\_says\\_schools\\_kill\\_creativity.html](http://www.ted.com/talks/lang/eng/ken_robinson_says_schools_kill_creativity.html)

**Sea Change Design Process workshops** are scheduled for **09/06 or 09/08** and **10/25**  
participation in these events is MANDATORY, part of the grading process and will strongly drive the  
quality and intensity of the assigned projects. Please make sure NOT to miss those dates.

### 5 projects

will be assigned over the course of the semester

#### p1: orihon folding booklet—visual storytelling

*building awareness*

#### p2: poster design—your calling intention

*discovering the relationship between design and human experience*

#### p3: branding—group project

*leveraging your personal calling into organizational intentions*

#### p4: process book

*gaining insight into the whole*

you will develop P4 over the course of the semester to include process documentation of all previous 3 projects  
PLUS your resume and your businesscard

**NOTE: Please keep ALL materials you create over the course of the semester and start scanning your  
process after each project to allow for better production and time management at the end of semester.**

#### p5: online portfolio of ALL DSGN197 projects (SquareSpace, Behance, GoDaddy, Wix, weebly...your choice)

*to be developed on your own time and presented on Finals Day at the end of the semester*

### Gallery Exhibit:

**11/29—12/08** exhibiting project 1, project 2 and project 3

andrea english  
lecturer  
graphic design

san jose state university  
art 327  
[andrea.english@sjsu.edu](mailto:andrea.english@sjsu.edu)

### office hours:

tth 11:30am–12:20pm

### course syllabus and handouts

<http://www.sjsu.edu/people/andrea.english/>

## Overview

class meets tth  
8:30am–11:20am  
# 42388  
12:30pm–3:20pm  
# 43225  
at art 201

this course is 4 semester  
units and graded.

andrea english  
lecturer  
graphic design

san jose state university  
art 327  
andrea.english@sjsu.edu

### office hours:

tth 11:30am–12:20pm

### course syllabus and handouts

<http://www.sjsu.edu/people/andrea.english/>

### Sea Change

Positive, lasting, and profound transformation

### Sea Change Design Process

Sea Change Design Process is an innovative, holistic process that helps individuals, groups and organizations find sustainable solutions to complex economic, social and environmental issues.

### Work Worth Doing Workshops

The 2 workshops will introduce you to the Sea Change Design Process and some techniques within it. You will know how to begin to design sea changes.

The 2 workshops will guide you in in developing your calling by answering these questions at the heart of well-designed work:

*What is my creative calling?*

*What is the creative context of my work?*

*How can I source and align my creativity?*

*What creative connections are critical to my success?*

*What results from my creative flow?*

### Definition of Design used in this class:

Design is the conscious planning and meaningful acts that influence our relationships to ourselves, each other, the future, the sacred and nature.

You will experience design thinking and techniques.

*Design, by its very nature, makes human intention manifest.* You will learn to design intentions.

*Design uses holistic, integrated processes that transform complexity into order.* You will learn systems thinking\* to see and synthesize, to identify and assemble parts into recognizable patterns by using non-linear thinking.

*Design is human centric.* It aligns all levels so that the spirit can soar, bringing creativity to the surface. You will learn to sense and surface the deeper levels of humanity.

*Design embodies interdependence and partnership, fostering healthy bonds.* You will learn to recognize key interlinks and interactions that facilitate the creation and sharing of ideas, information and energy.

you will know how to begin to design sea changes  
you will experience design thinking and techniques  
you will learn to design intentions

\*Systems thinking

is a framework that is based on the belief that the component parts of a system can best be understood in the context of relationships with each other and with other systems, rather than in isolation. The only way to fully understand why a problem or element occurs and persists, is to understand the part in relation to the whole. Standing in contrast to Descartes's scientific reductionism, it proposes to view systems in a holistic manner.

## Contract

class meets tth  
8:30am–11:20am  
# 42388  
12:30pm–3:20pm  
# 43225  
at art 201

In here, there is infinite room to dream, to explore, to risk, and above all, to create.  
Park your limitations, judgments, and fears in the parking lot.  
Give yourself permission to be free and to remember what you love to do.

## Agreements

I will introduce you to the Sea Change Design Process  
I will give you my guidance, knowledge, trust and respect

this course is 4 semester  
units and graded.

you invest yourselves with openness and willingness  
you strive for excellency and craftsmanship  
you commit to listen, learn, support, and invest in each other  
you are responsible for your own well being

there is no right and wrong. this is a dialog, a conversation, a place to learn to ask questions.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

andrea english  
lecturer  
graphic design

san jose state university  
art 327  
andrea.english@sjsu.edu

### office hours:

tth 11:30am–12:20pm

### course syllabus and handouts

<http://www.sjsu.edu/people/andrea.english/>