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**SJSU** SAN JOSÉ STATE UNIVERSITY

San José State University

Design Department

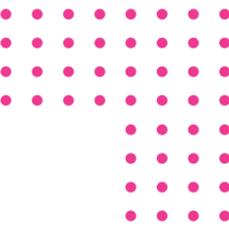
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**Design**  
Department

2021



San José State University

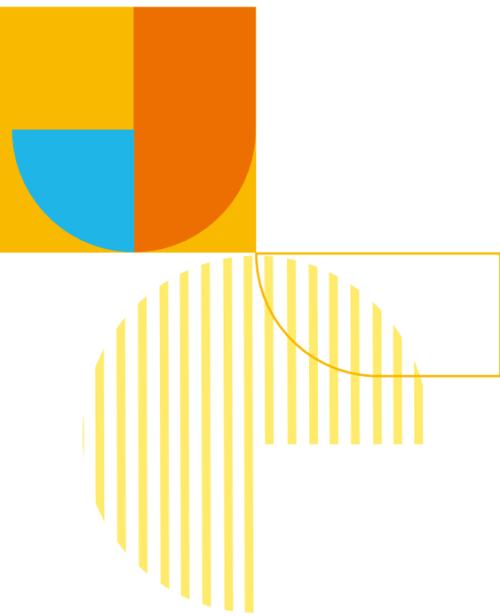


# Design Department

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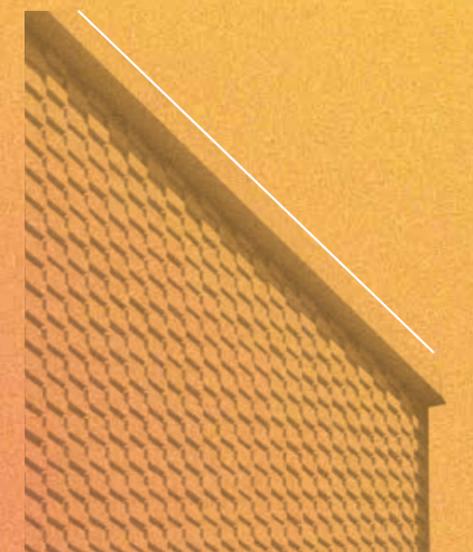
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# T A B L E O F C O N T E N T S



# San José State University



## The Best of Northern California

The Silicon Valley is home to thousands of tech start-up companies and headquarters many of the largest high-tech companies in the world, such as Google, Apple, Intel, among others. Within San José city limits, visitors and locals alike can enjoy arenas boasting A-list performers and national sports teams; theaters showcasing everything from opera to improv comedy; food from nearly every culture; and museums of technology, science and art. Outside the city, thrills can be found at theme parks. Additionally, there are beautiful natural landscapes, like mountains and rolling hills in neighboring cities, as well as stunning ocean views all along the coast. Venture a bit farther outside the city to explore renowned destinations like Yosemite National Park and Lake Tahoe.

## A Transformative College Experience

San José State University is your connection to a dynamic community focused on helping you shape your future. During this challenging time, the University is expanding the ways in which we can provide high-quality education through unique research and hands-on training that aim to increase our students' immersive experience in the surrounding community. What we learn together now will benefit our community when we're able to welcome everyone back to campus. San José State is the most transformative college in the United States for 2020-2021, according to rankings announced by Money Magazine.

## Why SJSU? Because We Are Spartans

At San José State University, you can discover who you want to be—for yourself, for your family and for your community. Different and unexpected begin here—at the heart of a transforming Silicon Valley. We are Spartans. What powers us changes our world.

### Discover Who You Want to Be:

A welcoming, inclusive environment encourages students to discover who they want to be through:

- real-world, hands-on teaching and learning that allows faculty and students alike to integrate theory and practice in pursuit of their career goals;
- taking full advantage of the city's location in the global capital of innovation and creativity, and in the University's multifaceted relationship to Silicon Valley's culture, which provides students with a head start to careers;
- a commitment to academic excellence and dynamic learning opportunities promoting responsible social and civic engagement;
- esteemed faculty members who combine academic excellence with industry and practical experience, that equips students with tools and knowledge to solve 21st century problems.

“While likely not surprising to the countless students whose lives and families have been improved and changed forever by the academic and personal journey they have undertaken at San José State, this tremendous honor brings pride to every member of Spartan Nation.”

— SJSU President Mary A. Papazian

Welcome to  
**College of  
Humanities and Arts**



### Our Mission

The College of Humanities and the Arts at San José State University provides a high-quality liberal arts education focused on creativity, innovation, and problem solving.

We prepare students to be compassionate, and informed world citizens. The College of Humanities and the Arts proudly serves approximately 3,800 major and graduate students. We are also privileged to support all undergraduates at SJSU through a wide range of General Education offerings in humanities and arts disciplines.

# Department Chair's Message

Prof. Virginia San Fratello

“ This past year was challenging and unprecedented, but creativity and design continued to thrive at San José State University and in the world beyond. Now more than ever, the Department of Design at SJSU is committed to educating, inspiring, and empowering our students and community through design. Design is a tool for understanding and developing solutions to today's challenges, including climate change, pandemic and social justice. In addition to teaching and learning industry specific and professional skills, faculty and students in our design programs are teaching and learning new tools, as well as having essential conversations that respond to the tests of our time.

**In all that we do, we highlight the many ways that design can help build a healthier, more equitable, and inspiring society for tomorrow.**

The Department of Design is invested in sustainable design across all of our programs. For years, the Animation Program has worked to develop the Green Ninja: a remote learning program that makes science meaningful and relevant by solving real-world problems and deepening connections to the environment. Students in our Interior Design program have been imagining ways to build the world using 3D printers and robots, both of which are sustainable

manufacturing methods for the future. Additive manufacturing reduces energy use, material waste, and allows for freedom of fabrication and customization. Sustainable futures also mean that the health and wellness, both physical and mental, of our communities are design priorities. Students, faculty and alumni in the Industrial Design program have been helping to save lives and protect workers by designing and fabricating personal protection equipment (PPE) for local healthcare professionals in the Bay Area. Interior Design students have also been addressing the health and safety of our community by tackling design proposals for hospitals and medical clinics that are fire resilient and provide safe spaces for victims of fire and COVID-19. Graphic Design students have been instrumental in thinking about how design can be used to preserve the cultural heritage of our local community through the development of a website, brochures, posters, and environmental graphics for History San José.

These are all examples of design at the front lines. As you read this book, you will see the challenges we are facing are great, but the opportunities for designers of the future are greater.”



# Department Structure

## Design Department Office

Art Building 120  
(408) 924-4340  
design@sjsu.edu

## Overview

Set in the heart of sun-drenched Silicon Valley, the Design Department strives to shape the next generation of world changing innovators by imbuing students' surroundings—be it environmental, social or political—with their passion for design. The esteemed faculty takes full advantage of the University's location at the forefront of the world's technology by working in collaboration with design and technology industries in the area.

The Department of Design at San José State University is one of the top design programs in California and the best value in design education. Our mission is to shape the next generation of social, political, and environmental innovators by taking full advantage of our proximity to Silicon Valley: the global center of high technology, innovation, venture capital, and social media. We are a community of creative technologists, who are teaching and learning technological skills that are inclusive and adaptive, poetic, cutting edge, and experimental. We understand that design is everywhere and is transformative throughout the world. We use our skills and knowledge to make our world safer, healthier, more

equitable, and to create positive change. The Department offers a wide range of majors and minors in **Animation/Illustration**, **Graphic Design**, **Industrial Design**, **Interaction Design**, and **Interior Design**.

The Department of Design recognizes its mission to create global citizens with real-life, practical design experiences that will help students find their place in the broader design community, and in turn, the world. Through internships, funded research, and community engagement projects, we are able to help students launch their careers with a wide range of skills, including digital design skills such as 3D-printing, augmented and virtual reality knowledge, and much more. Because our students are engaged in co-curricular activities beyond the classroom, they learn leadership skills, communication skills, as well as how social and emotional intelligence can impact design outcomes.

If you are ready to join designers working on the front line to change the world, join us in the Department of Design.

## Program Coordinators

### Animation and Illustration

David Chai  
Program Coordinator and Professor  
david.chai@sjsu.edu

### Graphic Design

Chang Kim  
Program Coordinator and Professor  
chang.kim@sjsu.edu

### Industrial Design

Josh Nelson  
Program Coordinator and Associate Professor  
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### Interior Design

Diana Seah  
Program Coordinator and Professor  
diana.seah@sjsu.edu

## Office Staff

### Department Chair

Virginia San Fratello  
Department Chair and Associate Professor  
virginia.sanfratello@sjsu.edu

### Administrative Analyst

Ellen Peterson  
ellen.peterson@sjsu.edu

### Administrative Support Coordinator

Nicole Piffero  
nicole.piffero@sjsu.edu

### Instructional Technician

Jesus Hernandez  
jesus.hernandez03@sjsu.edu

### H&A Student Success Center GE Academic Advisor

Stephanie Garcia  
<https://www.sjsu.edu/ha-advising/>

design programs

# Animation Illustration



# Graphic Design

# Industrial Design



# Interior Design



# Animation & Illustration



## Program Overview

The Animation & Illustration Program at San José State University was originally created to give local students a chance to compete for careers in the screen arts; it now attracts students nationally and internationally. Positioned at the center of Silicon Valley, the program has developed tight bonds with industry partners over the last 25 years. Guest speakers from big name corporations—Bento Box, Blizzard, Blue Sky Studios, Cartoon Network, Disney, DreamWorks, Hallmark, Industrial Light & Magic, Nickelodeon, Pixar, SONY Pictures Animation, Warner Bros.

**Positioned at the center of Silicon Valley, the program has developed tight bonds with industry partners over the last 25 years.**

Animation, among others—are often invited to speak on campus in order to provide students with the latest trends and shifting demands of the industry. The strong sense of community within the program is a product of the dedication our faculty reserves for students. As a result, recruiters

have continually sought out our graduates for job opportunities and long term positions. The program's accomplished faculty prepares students for life after graduation by holding them to professional standards. From working on projects they might encounter in the professional world to improving their specific personal artistic interests, students are often emboldened by the idea that there is great power in what they can create through the skills they've obtained from the program. Our graduates complete the program with a sense of pride in their work and reinforced awareness of globalization that allows them to help connect people from all over the world. Together, our community of faculty, students, and alumni work as a team to build a welcoming and inclusive learning environment.

**David Chai**

### Coordinator's Message

“Thank you for taking time to learn about the Animation & Illustration program at SJSU. As a graduate of this program (class of 1995), I've been fortunate to watch it grow from its humble beginnings into one of the highest-regarded public programs of its kind. I take a great pride in the achievements of our students and graduates, and highly encourage prospective students to consider joining us; not because we need to recruit numbers, but rather because I have seen the transformative possibilities that we have to offer. The combination of a strong curriculum, dedicated faculty, and the best students ever create a unique culture of comradery, collaboration, and community. I invite you to visit!”





**David Choi**  
 Professor  
 Program Coordinator  
 Film & Special Projects Coordinator  
 Major Advisor

A N I

M A

T I O N



**Raquel Coelho**  
 Professor  
 Major Advisor

**Adjunct faculty**

- Owen Aurelio
- Tom Austin
- Leila Beverleigh
- Cameron Chun
- Todd Elliot
- Dave Gustlin
- Leann Hill
- Ishmael Hoover
- Taylor Hsieh
- Robert Hunt
- Jeff Jackson
- Samia Khalaf
- Elizabeth Li
- Bryan Lind
- Michelle Meeker
- Brandon Moore
- Inga Poslitur
- Jeff Sangalli
- Barron Storey
- Stacy Tang
- Marc Yates
- Chris Zolina



**David Yee**  
 Assistant Professor  
 Major Advisor

**Angela Wu**  
 Assistant Professor  
 Major Advisor

T I O N

S T R A

I L L U



**John Clapp**  
 Associate Professor  
 Foundations Coordinator  
 Major Advisor

**Degree & Curriculum**

The Animation/Illustration program at the San José State University offers two degrees

- BFA in Animation/Illustration
- BA in Design Studies, specializing in Animation/Illustration

NOTE: Admission to the BFA Animation/Illustration Program is determined when students apply for admission to the University. There is no internal transfer into the program.

**BFA Animation/Illustration**

Professional Degree

The award-winning program prepares students for careers in feature film animation, games, television, and any other media that uses animation and storytelling as a core communication tool. The curriculum combines both traditional and innovative educational strategies, including color theory, design, perspective, and conventional and digital painting. Additionally, students will study the principles of both traditional and 3D animation, physics of motion, modeling, storyboarding, character design, and visual development. Upper-division classes offer students an opportunity to specialize in their area of choice.

**Area of Study:**

- General Education includes Area Z DsGN 100W (36 units)
- BFA Animation/Illustration Major Requirements (84 units)
  - Major Preparation (36 units)
  - Major Core Requirements (27 units)
  - Specialization Area (21 units)
- Total Units Required (120 units)**



**BA Design Studies - Animation/Illustration**

Liberal Arts Degree

Students who were admitted as BFA Animation/Illustration and did not pass portfolio review will continue as BA Design Studies majors with a specialization in A/I. This specialization provides instruction in A/I foundation skills, supplemented by studies in design, film, photography, and theater arts.

Students in the Design Studies for Animation/Illustration Program will receive basic preparation for entry-level jobs in the entertainment industry; optionally, they can later apply to a graduate program in Animation/Illustration or similar fields of study.

**Area of Study:**

- General Education includes Area Z DsGN 100W (45 units)
- University Electives (25 units)
- Physical Education (2 units)
- Design Studies Requirement (48 units)
  - Requirements of the Major Core Courses (24 units)
  - Area Specialization (12 units)
  - Design Electives (12 units)
- Total Units Required (120 units)**

Please visit [sjsu.edu/design/forms](https://sjsu.edu/design/forms) for up-to-date course requirements.



◀ **The Spirit of Mardi Gras Sculpture**  
Alexandra Farnsworth



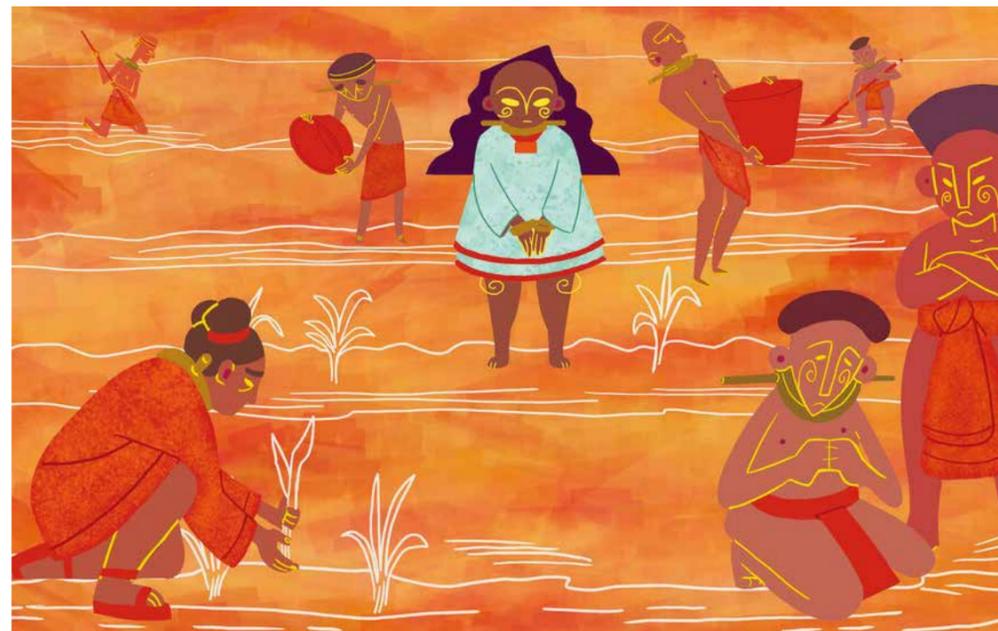
▲  
BG by Genai Bittrich  
Characters by Vina Kong



◀ Painted by Vina Kong  
Trees & Grass by Genai Bittrich



◀ BG by Genai Bittrich  
Characters by Vina Kong



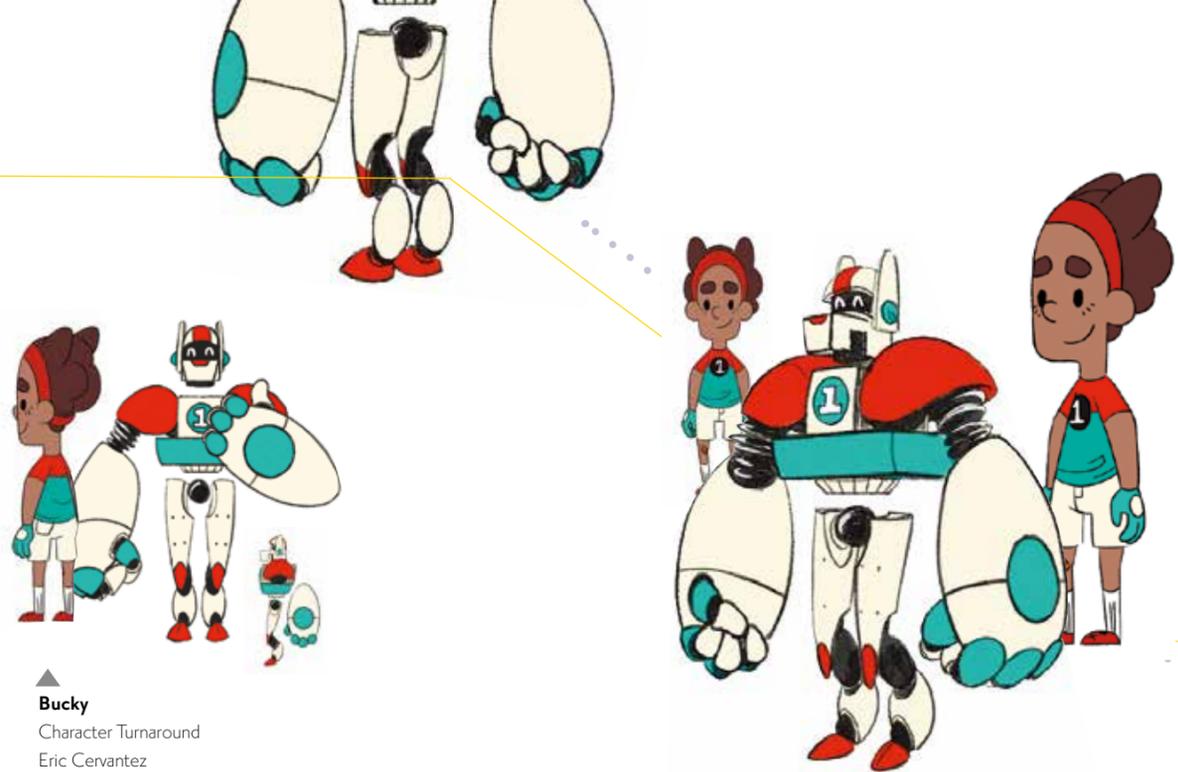
◀  
BG Layout by  
Aaron Aguilar  
  
BG Paint by  
Lillian Lee  
  
Character Design by  
Brianna Lundgren  
Cherise Punzalan  
Hector Perez-Aguilar  
  
Prop Design by  
Cherise Punzalan  
Hector Perez-Aguilar  
  
Color Styling by  
Flora Rees-Arredondo  
Madelyn Jack  
Maya Carroll



▲ **Roadside Attraction**  
Rebecca Chan



▲ **Inbetween**  
Illustration Painted by Flora Rees-Arredondo  
Designed by Flora Rees-Arredondo & Letianna Castellano



▲ **Bucky**  
 Character Turnaround  
 Eric Cervantez  
 Johnny Sim  
 Haruka Sato

**Felties**  
 Storyboard, Panel 08  
 Mackenzie Goff



■ **The Morning Bake**  
 Animated Short Film, Colorsript  
 Pearl Kaewpanya



◀ **Lemon**  
 Angeline Vu



▲ **First Born**  
 2D Animated Short  
 Justin Bruce Lee

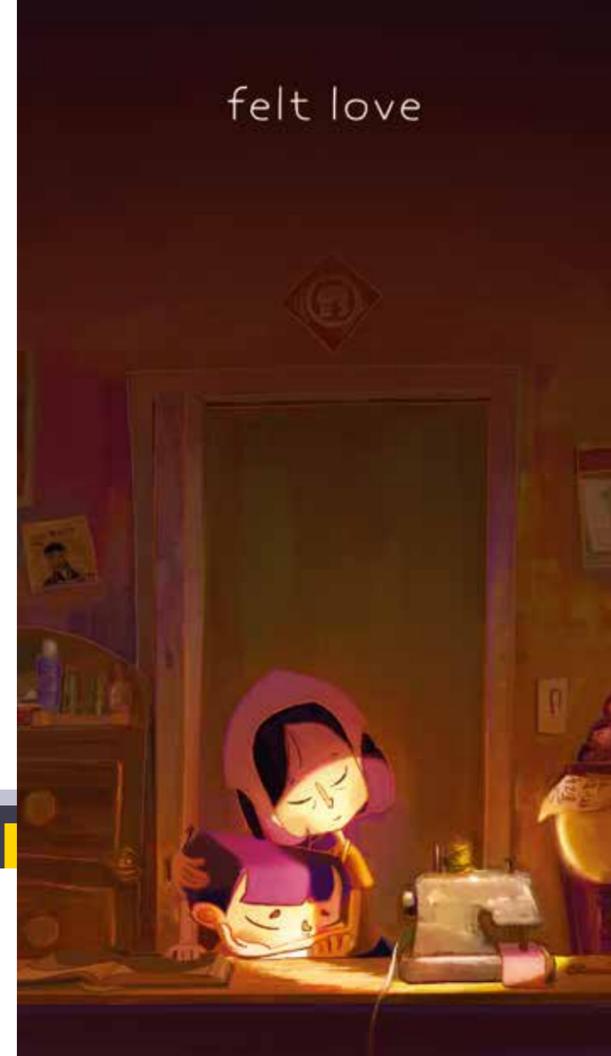




◀ **Dog Breath**  
Illustration  
Ulises Alvarado Llamas



◀ **Vivarium**  
Concept Art  
David Diba



▲ **Less Returns Home**  
Poster for Animated Short Film  
Arlene Bongco and Angeline Vu



▲ **Diving Helmet**  
3D Model  
Alyssa Sakaue



▼ **Spots and Ears**  
2D Videogame  
Basement Background by Kyler Okamura  
Props by Andy Gooch, Kendall Thompson, and Matthew Greene

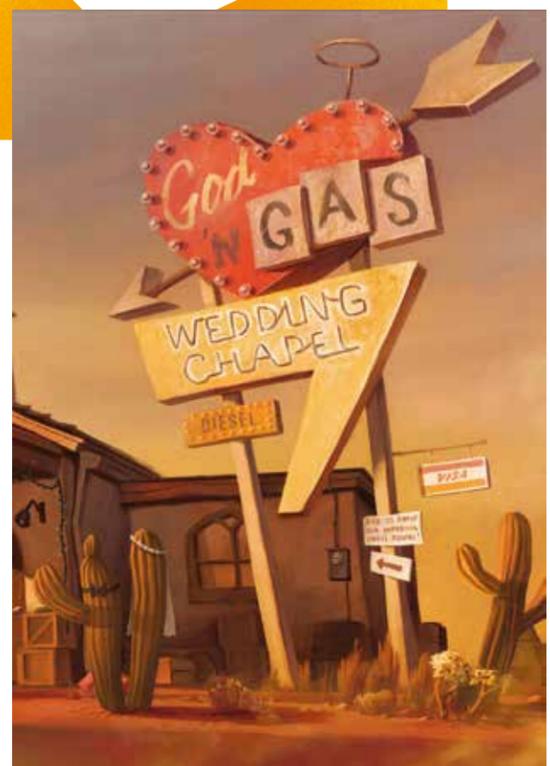




◀ **Camp Robot**  
Animation  
Chris Zollna



◀ **Less Returns Home**  
Animation  
Rebecca Chan



▲ **Roadside Attraction**  
Animation  
Joshua Wessling



**Walking in the Fields** ▶  
Animation  
Nicolle Castro

◀ **Slice of Life**  
Animation  
Stephanie Bray

# Alumni & Student club

After completing our program, many of our graduates go on to work on amazing projects. Below are some of our most recent alumni's testimonials on their experiences with us and where they're at now.

“The Animation/Illustration program provides an amazing opportunity for students to obtain a well-rounded and competitive education from high-caliber working professionals with real-life industry experience. The reputation of the quality talents that graduate from this program is well-regarded and respected.”

**Amie Chan**  
*Senior 2D Artist, Kabam*

“EVERY opportunity I have had as a professional artist in the last six years has grown out of a relationship I made at San José State. I think the most important thing I learned from our university is that good relationships and collaboration are key to a successful career and life!”

**Chris Palmer**  
*Story Artist, Netflix*

“San José State University holds a reputation for producing friendly, hardworking, respectful, super-talented artists in the filmmaking industry—and it's all thanks to the spectacular educational environment that is provided by the faculty and students of the Animation/Illustration program!”

**Don Ta**  
*Previz Artist, Blizzard Cinematics*

Following are some notable companies and studios our graduates go on to work at:

- Adobe Systems
- Apple
- Blizzard
- Blue Sky Studios
- Cartoon Network
- Disney TV
- DreamWorks
- Facebook
- Google
- Hallmark Cards
- Industrial Light and Magic
- Nickelodeon
- Pixar
- Sony Pictures Animation
- Sony Playstation
- Walt Disney
- Warner Bros.
- Zynga



## Shrunkenheadman

The Shrunkenheadman Club is the Animation/Illustration club of San José State University. The club provides a multitude of services, from our regular figure drawing sessions to industry guest lecturers and SHM-Con, our annual alumni convention. Formed in 1995, the club is dedicated to keeping our members and community well informed and excited about art and the industry. Our alumni have built a reputation within the screen arts (television, feature film, and video game industries) as humble, hardworking, hungry and honest animators and illustrators.



# Community Engagement

Our Design Department believes that design is more than just aesthetics; it's also the ability to better the surrounding communities by applying theories learned in the classroom in real-life scenarios; students strive to do this not only as designers, but also as global citizens. Our Animation/Illustration students often work with high school programs and give talks about the profession to younger students who visit SJSU.



**The Green Ninja Show** is a series of short, quirky videos aimed at teaching students about climate science and related topics. Accompanying each episode is a comprehensive curriculum that originated from research at San José State University and has been approved for use by all California middle schools.

The project is a multi-departmental collaboration between Meteorology and Climate Science, Physics, RTVF, Theater Arts, Animation/Illustration, Education, Business, Computer Science, and Music and Dance. Support from NSF and NASA helped us better understand student engagement and the powerful role that motivation plays in student learning. As such, the series builds a science curriculum that inspires students to design a more sustainable world by combining print, technology, and kits to deliver an engaging science experience for teachers and students.

The end result is a formal curriculum for middle schools that is in line with the Next Generation Science Standards. In 2016, we became a certified Benefit Corporation; now our educational materials are offered directly to school districts all around the U.S.

The Green Ninja series is not only comprehensive, it is also unique in its focus on helping students take initiative when it comes to their education and connection to the world around them. Our team exemplifies the idea that when you put a scientist, educator, and artist together, amazing things can happen.

Recent participating schools include:

- Andrew Hill High School
- Jesse Bethel High School
- Milpitas High School
- Mount Pleasant High School
- Multimedia Technology Academy at NHS
- atomas Charter School
- Overfelt High School



# Graphic Design

## Program Overview

When San José State University's Graphic Design Program was formalized in 1969, it was the only graphic design program in a public university located in Silicon Valley. Because of its opportune location in the Bay Area, students are able to work with design and technology industries, as well as professional and service organizations, to connect with broader design communities. These experiences, coupled with the internship they are required to complete, will arm students with the skills and confidence that make them effective contributors to the graphic design world.

**Graphic design is more than simply knowing how to draw; it's more than self-expression; it's having the ability to understand every aspect of the world.**

Our acclaimed Graphic Design faculty believes that in order to effectively mold the next generation of graphic designers, the professors themselves must be active in the field so that they can instill in their students the most updated knowledge gained through firsthand experience; as such, many

of our faculty members are working as designers concurrently with their teaching.

Additionally, we emphasize the importance of user experience and interaction with visual design. Graphic design is more than simply knowing how to draw; it's more than self-expression; it is having the ability to understand every aspect of the world. From packaging, to branding, to everything that happens on a screen, our program strives to provide students with the fundamental toolbox that prepares them for the constantly changing needs of society.



### Chang Sik Kim Coordinator's Message

“Welcome to the Graphic Design Program at San José State. When Silicon Valley, the world-renowned incubator of the new digital technology emerged, our program progressed alongside it. As an inclusive learning community, we are continuously building on existing strengths and vibrant successes. Since the late 1960s, our Graphic Design program remains highly recognized for its firm foundation in international-style typography and modernism, as well as diverse integration of rich multicultural expressions. We aim to further develop collaborative research and practice in alignment with the resources of Silicon Valley. Our program boasts of notable partnerships and sponsored opportunities with nearby corporations such as Google, Adobe Systems, Apple Computers, Facebook, Linked-in, Sony, CISCO, Samsung Electronics, Hewlett-Packard, and Electronic Arts, among others.

Today, we no longer consider design simply as a visual representation of a skill or a product; now, design refers to communication, and usage of technology, as well as how those things can shape our lives. As the Graphic Design Program Coordinator who came to Silicon Valley at its peak in 2000, my focus has been integrating art, technology, culture, and people in order to build effective and lasting visual communication through collaboration between different communities.

The deep interdisciplinary roots of our rigorous curricula make the most of our diverse campus and provides our students with a comprehensive education. We employ a variety of innovative models and technologies, minimizing the extant gap between theory and practice; academia and workplace. Due to the nature of the design process, we inspire our students to become thoughtful creators who are choreographing complex and dynamic assets to make a harmonious visual chorus through fundamental principles, aesthetic expression, technology, and rational decision-making. Over the past decades, successful Graphic Design alumni provide an unparalleled support system for advancement in these dynamic fields and beyond. We invite you to be part of it! ”



**Chang Sik Kim**  
Professor  
Program Coordinator  
Major Advisor

# GRAPHIC DESIGN S I G N



**Randall Sexton**  
Professor  
Major Advisor



**Connie Hwang**  
Professor  
Major Advisor

## Adjunct Faculty

- Andrea English
- Earl Gee
- Gregory Hom
- Jeong Kim
- Philip Krayna
- Danny Taewhan Lee
- Jean-Benoit Levy
- Julio Martinez
- Joe Miller



**Yoon Chang Han**  
Assistant Professor  
Major Advisor



**Diane Lee**  
Assistant Professor  
Major Advisor

## Degree & Curriculum

The Graphic Design program at the San José State offers two degrees:

- BFA in Graphic Design
- BA in Design Studies, specializing in Graphic Design

NOTE: The Graphic Design Program admits every student as a BA Design Studies Major. Upon completion of DsCD 100, students are eligible to apply for pre-admission to BFA Graphic Design. Final admission to the BFA Graphic Design program is by portfolio review only. Students who do not pass the review will remain in the BA-Design Studies Program with a specialization in Graphic Design.

### BFA Graphic Design Professional Degree

This program prepares students for intellectually and aesthetically challenging careers in Graphic Design by providing courses that emphasize theory and professional practice. The curriculum concentrates on the organization and visual communication of information and includes typography, form and image, information architecture, user interface, interactive design, and motion graphics. Additionally, students have the opportunity to attend special classes and workshops led by studio professionals and faculty members. To be admitted to the program, students must pass two portfolio reviews. To advance to the BFA GD program, students must pass two Junior and two Senior Reviews.

#### Area of Study:

- General Education includes Area Z DsGN 100W (47 units)
- University Electives (3 units)
- BFA GD Major Requirements (70 units)
  - Preparation for the Major (6 units)
  - Additional Support Courses (15 units)
  - Requirements of the Major (49 units)
- Total Units Required (120 units)**



### BA Design Studies - Graphic Design Liberal Arts Degree

Students who do not pass portfolio review will continue as BA Design Studies majors with a specialization in GD. Students in Design Studies for GD will receive a broad-based study of graphic design principles, history and theory, in addition to basic knowledge of the aesthetic and technical skills needed to produce innovative projects. Students are encouraged to combine their studies in design with electives in the arts and other fields. Additionally, a minor from one of the following departments is recommended: Anthropology, Art and Art History, Business, Computer Science, English, and Comparative Literature, Environmental Studies, General Engineering, Global Studies, Journalism and Mass Communications, Philosophy, Psychology, and Urban and Regional Planning.

#### Area of Study:

- General Education includes Area Z DsGN 100W (45 units)
- University Electives (25 units)
- Physical Education (2 units)
- Design Studies Requirement (48 units)
  - Requirements of the Major Core Courses (24 units)
  - Area Specialization (12 units)
  - Design Electives (12 units)
- Total Units Required (120 units)**

Please visit [sjsu.edu/design/forms](https://sjsu.edu/design/forms) for up-to-date course requirements.



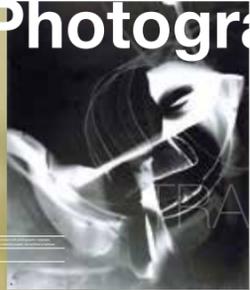
▲ Type Sculpture | Jonathan Heath



◀ Nulgent Typeface  
Lily Su

▼ Laszlo Moholy-Nagy | Ariel Soon

## Photograms



### Inspiration

"The enemy of the photograph is convention, the fixed rules of how to do. The salvation of the photograph is experimentation"

### Process

Photograms are made by placing objects on a light sensitive surface and exposing them to light. The objects cast shadows on the surface, which are then developed into a permanent image.



# Lászlo Moholy-Nagy

### Light Space Modulator

"The organization of light and shadow effects produce a new enrichment of vision."

### Beginnings

Laszlo Moholy-Nagy was born in Hungary in 1895. He studied architecture and worked for the Bauhaus in Weimar, Germany. He was a pioneer in the field of photograms and light space modulators.

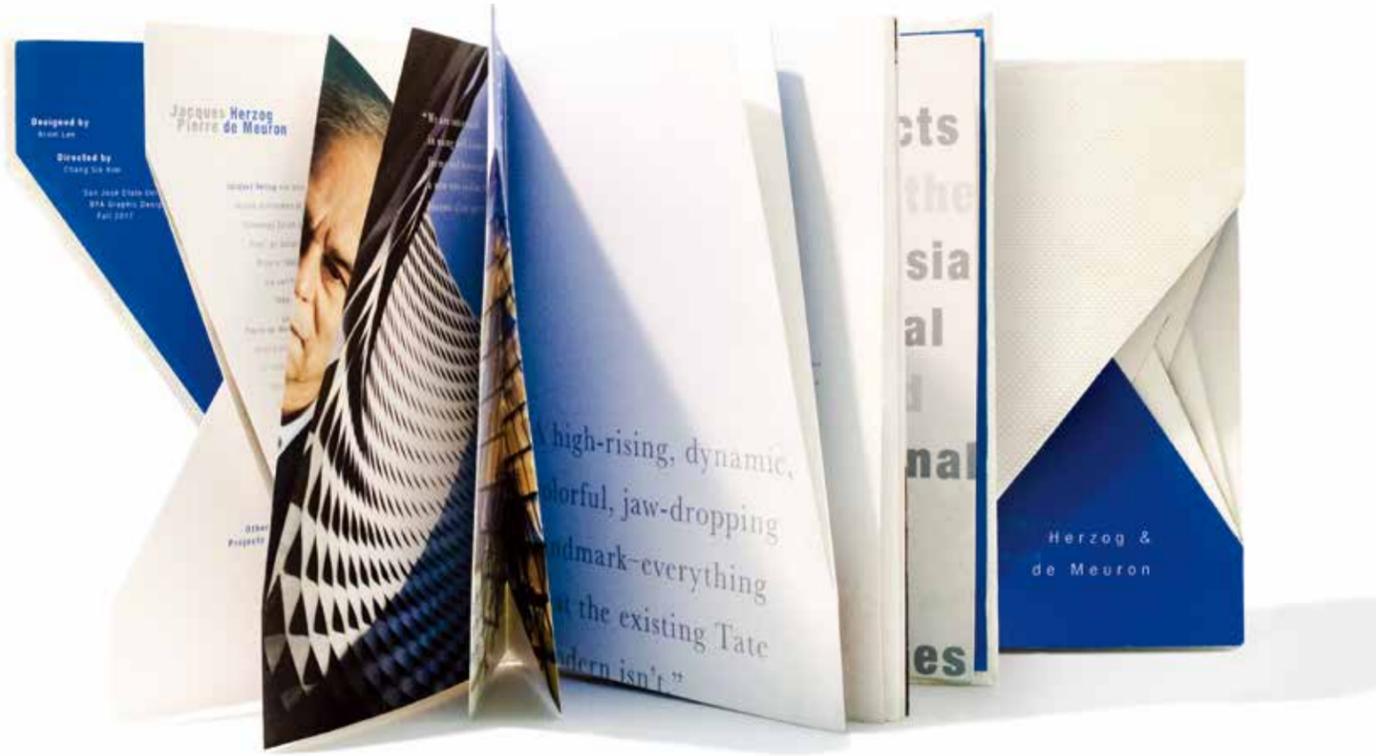


▲ Shigeo Fukuda History Poster  
Stephanie Dang



Image-making David Le





▲ Jacques Herzog Architect Arom Lee

▼ Experimental Typography Yoonhee Hong



▲ REM Architect Jacqy Alqueza



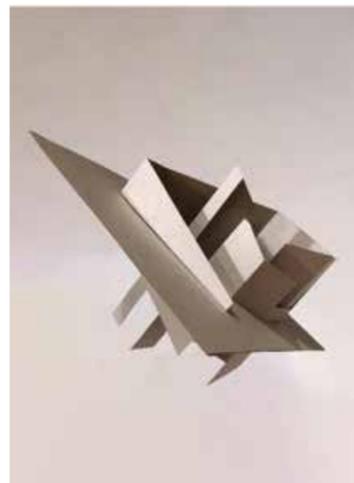
▼ A Blue Note Post Stamp Binh Manh Tran



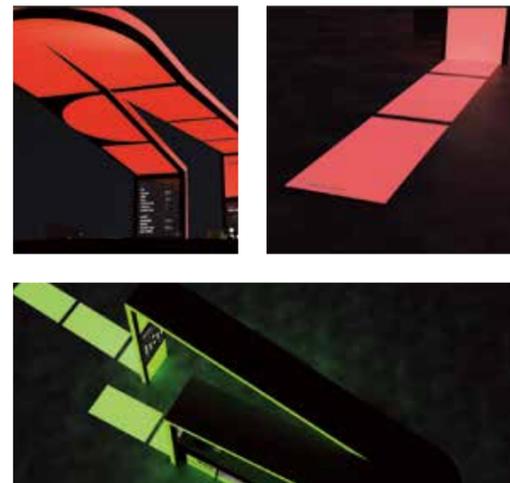
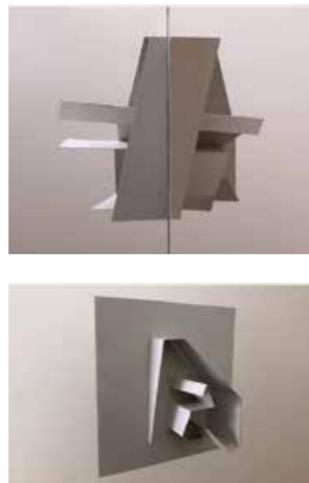
Tastea Brand & Package  
Lauren Rosenberg



▲ CUV POP Nicholas Randle



▲ 3D Kinetic Type Brandon Hyun



▲ CUV POP Nicholas Randle



▲ Re 3D POP Booth Jaime Hernandez



▲ Vegier Package Minjoo Yun



▲ History San José Wayfinding DSGD I27: Class of 2020 & 21



# Alumni & Student club

Many of our graduates leave our program and go on to work on amazing projects. Below are some of our most recent alumni's testimonials on their experiences with us, where they're at now, and some notable companies and studios our graduates go on to work at:

- |                 |                |                        |
|-----------------|----------------|------------------------|
| Adobe           | Google         | Paypal                 |
| AirBnB          | Ghirardelli    | Pinterest              |
| Chase           | Hewett Packers | Samsung                |
| Cisco           | IDEO           | ServiceNow             |
| Dubberly Design | Intuit         | Silverstein & Partners |
| EA Sports       | LinkedIn       | SAP                    |
| eBay            | Lyft           | Yahoo                  |
| Facebook        | Microsoft      | Yelp                   |

## NEO Graphic Design Club

NEO was an organization created by students in the BFA Graphic Design program. The organization's mission is to promote creative growth and awareness of graphic design as a culture and a community. Some of the group's activities include the Annual Student Design Gallery and the Annual Portfolio Review. Visit NEO Graphic Design Facebook group for more information.

## AIGA SJSU Student Group

AIGA Student Group's main goal is to get students acclimated in the professional landscape of design. Students will build their leadership skills and have the opportunity to work with the local design community. They will gain experience that helps expand their skills, making them invaluable members of society as they move into the professional world.

“The lessons I've learned from the BFA Graphic Design Program are invaluable and has helped shape who I am as a designer. The BFA program provides students with the necessary skills AND grit to thrive in an ever competitive design industry. The program itself is intense and is not for the faint of heart, but one comes out of it a better, stronger, and wiser designer. Proud and thankful to be an alumni of this program.”

**Lorenz Ortiz**  
Senior Designer, Goodby Silverstein & Partners

“The BFA Graphic Design program equipped me with the tools and connections that launched my career in the Silicon Valley. The program covered a broad range of skill sets, from branding/identity to product/UX design. I will always treasure the opportunity I was given to further my design studies in Europe. That experience, along with my time in the program were significant in paving my professional creative path.”

**Aurora Adkins**  
UX Designer, Alphabet

“The BFA Graphic Design program still stands as one of the most impactful experiences of my design career. Not only did I walk away with strong foundational skills and work ethic impressive to all employers, the program also gave me an opportunity to explore an expansive range of design, allowing me to find what I was truly passionate about. With a world class faculty to support me, I discovered my strengths and refined my skills, which ultimately prepared me to work with some of the world's top companies and leading design thinkers.”

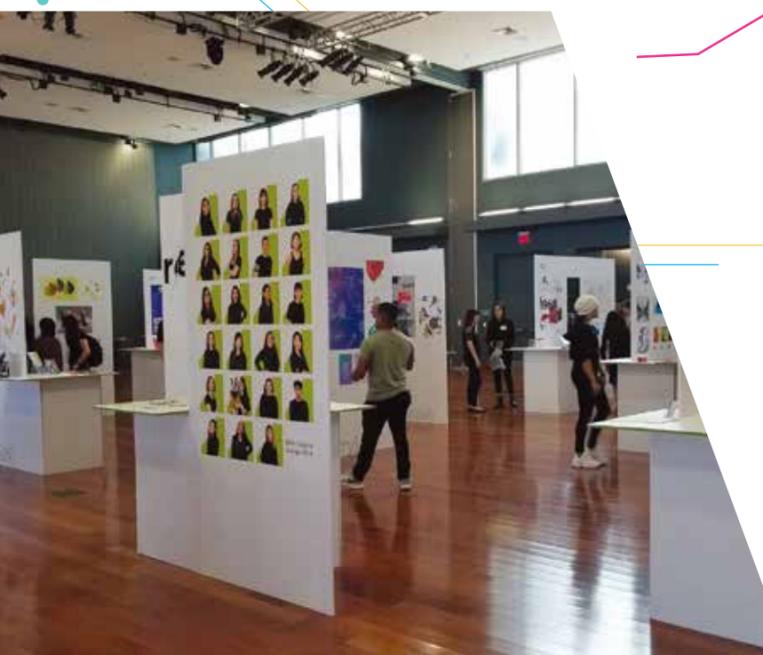
**Cindy Tsui**  
Visual UX Designer, Google

“The Graphic Design program at San José State University provided me with the tools necessary to thrive in my career. This program helped me build a strong foundation as a designer as well as showed me how important the designer role is in everyday life. Take a look around—from the clothes you wear to the car you drive to this webpage you're reading from- they're all touched by a designer. If you can dream it, you can design it.”

**JP Tran**  
Senior Product Designer, Intuit

“The BFA Graphic Design Program at San José State University provides students with a strong foundation of design. It offers a large collection of classes that touch multiple mediums: print, exhibition, and user experience. This program creates high quality design professionals that are battle tested for the competitive design field.”

**Ron Catacutan**  
Senior Visual Experience (UI) Designer, ServiceNow





# Community Engagement

Our Design Department believes that design is more than just aesthetics; it's also the ability to apply what they learn in the classroom onto real-world problems to improve their communities; students strive to bring solutions to the world not only as designers, but also as global citizens. Our Graphic Design students are given opportunities to engage with other departments within SJSU, as well as many programs in other universities and institutions, by applying their design skills to help with projects and presentations. Listed below are some of the partnerships our Graphic Design students were able to take part in as designers to meaningful community improvement.

“The Graphic Design program fosters an appreciation for human diversity and its critical role in defining and maintaining educational excellence.”



## Branding & Editorial Design Research Projects

- History San José Brand Design, San José, CA | 2020
- Piktopus Animation Studio Brand Design, Pleasanton, CA | 2018
- Hammer Theater Wayfinding Design, San José, CA | 2016
- Zazzle Inc. Online Store Merchandise Design, Redwood City, CA | 2015
- SJSU "We Are Spartans" Logo and Marketing Design, San José, CA | 2012
- SJSU "Washington Square Magazine" Design, San José, CA | 2012

## Information Design Research Projects

- History San José Wayfinding Design, San José, CA | 2020
- Hammer Theater Wayfinding Design, San José, CA | 2016
- SJSU Campus Wayfinding Design, San José, CA | 2016

## Community and Professional Participation

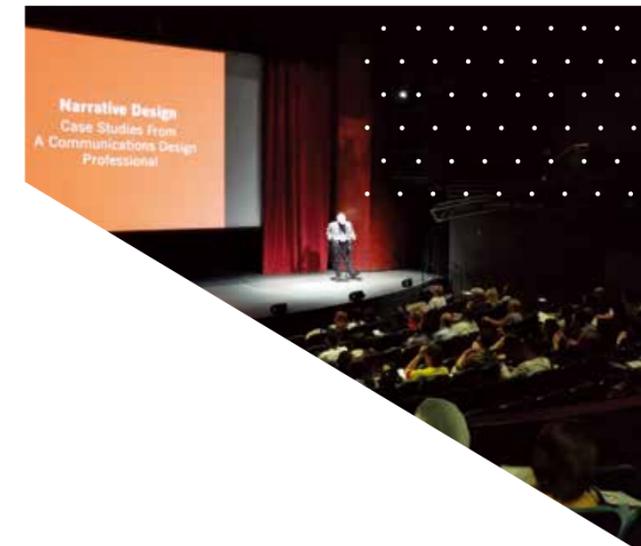
- BFA Graphic Design seniors exhibited at AIGA SF Design Week | June, 2017
- BFA Students work with La Cocina Women Entrepreneurs | 2013–2019

## User Interface & Interaction Design Research Projects

- SJSU Web Portal UI & Icon System Design, San José, CA | 2018
- Medical Application Design for UCLA's emergency room, Los Angeles, CA | 2014
- Doosung Paper Research & Design, Seoul, Korea | 2011
- Liveshare Web Interface Research & Design: Cooliris Inc. Palo Alto, CA | 2011
- Liveshare Mobile Interface Research & Design: Cooliris Inc. Palo Alto, CA | 2010
- Samsung Mobile User Interface Research & Design: SDA, Los Angeles, CA | 2010

## Website Design Research Projects

- SJSU School of Library & Information Science: slis.sjsu.edu, San José, CA | 2012
- SJSU University website revitalization: www.sjsu.edu, San José, CA | 2011
- SJSU School of Art & Design, San José, CA | 2010
- SJSU School of Journalism & Mass Communications, San José, CA | 2010



## Featured Guest Speakers

The Graphic Design Program is proud to bring a diverse set of lectures and workshops to our students, community, and visitors each year, in which renowned industry leaders share their insights and expertise. Past speakers include: Matthew Carter, Tom Crabtree, Hugh Dubberly, April Greiman, Kit Hinrichs, Jessica Hische, Boris Kochan, Eric Rodenbeck, Lucile Tanaza, Rudy Vanderlans and Zuzana Licko, Martin Venezky, and many more.

## International Workshops

The Graphic Design program fosters an appreciation for human diversity and its critical role in defining and maintaining educational excellence. To enhance the learning opportunities, we provide a number of unique exchange and study abroad experiences for students during the summer sessions. Since 2007, selected Graphic Design students have been studying in a three-week long series of workshops and presentations in Japan, South Korea, Hong Kong, France, Italy, Switzerland, England, Germany, among others.

## International Design Conference and Exhibition

The International Design Education Expo and Conference (IDEEC) is an international event that is initiated and founded by Prof. Chang Sik Kim and developed through global partners from various design institutions. The SJSU Graphic Design program is partnering with Granshan Foundation and AIGA SF to host the conference. Through this event, designers, educators, and students can gain professional and personal growth through a shared desire to help shape aspiring minds of the future.

<https://www.ideec.design>



# Industrial Design

## Program Overview

Established over thirty years ago, the main objective of the Industrial Design Program is twofold: firstly, for students to understand the evolving needs of humanity; and secondly, for students to address those needs by giving form to solutions. Graduates will emerge from the program prepared to design sustainable solutions to world problems. They will be trained in designing for and from all perspectives and to take into account the diversity of human existence. In our program, students will get to put their concepts into practice from the convenience of our Seid Lab, funded by an alumni and holds the most cutting edge fabrication equipment, available strictly to Industrial Design students.

**Industrial design is not just the design of objects that facilitate everyday living; it's also the design around experiences and services.**

Our distinguished faculty recognizes that, to become impactful industrial designers, students must have a firm comprehension of all things related to the human experience. As such, the program takes full advantage of the university setting by collaborating with SJSU's Anthropology, Business, and Engineering programs. Additionally, because of our ideal location at the center of Silicon Valley, guest speakers from local tech companies and design studios are often invited to give talks, as well as critique student work. Industrial design is not just the design of objects that facilitate everyday living; it's also the design around experiences and services. With the world in constant flux, we aspire to equip future industrial designers with essential tools—a balance of theory, skill, and practice—necessary to become global citizens and effect change throughout the world.

### Josh Nelson Coordinator's Message

“Industrial design at SJSU is all about what is possible, both in the things we create and in what our students will become as designers. Students in our program begin with a foundation in visualization, form giving, creative thinking and aesthetics. From there, students progress to more advanced work focused on creative collaboration, solving problems in human-centered ways, exploring solutions to pressing global issues and specializing, or diversifying, in areas of design that support each student's professional aspirations. Students are given the opportunity to design within a variety of contexts including physical products, digital products, softgoods (cut and sew), medical devices, and more. We are extremely proud of what our students have been able to achieve within our classes and at the consultancies and companies, where they put into practice what they've learned. All this is made possible by the impressive industrial design faculty and staff who shape our curriculum and build out our facilities through their continuing dedication to the design field and their interest in each student's development.”

# INDUSTRIAL DESIGN



**Josh Nelson**  
Program Coordinator  
Associate Professor  
Major Advisor



**John McCulsky**  
Professor  
Major Advisor



**Kohar Scott**  
Assistant Professor  
Major Advisor

## Adjunct Faculty

- Jim Ammon
- Alison Armstrong
- Ron Boeder
- Elizabeth Briggs
- John Guenther
- Michael Mathe
- Jim Shook
- Mara Holt Skov
- Chris Whittall
- Robert Zuchowski

## Degrees & Curriculum

The Industrial Design program at the San José State offers two degrees:

- BS in Industrial Design
- BA in Design Studies

NOTE: The Industrial Design Program admits every student as a BA Design Studies Major. Upon successful completion of the first year of study as a BA Design Studies, students can elect to participate in the BSID Portfolio Review (DsID 32A). Students must pass the portfolio review to be accepted into the BSID major. Students who do not pass the review will remain in the BA Design Studies Program.

### BS Industrial Design Professional Degree

The Bachelor of Science Industrial Design (BSID) program prepares students for a career in industrial design. The curriculum provides courses on design theory, technology, business, science, the arts and humanities. Emphasis is placed on critical thinking, creative design process management, aesthetic theory, communication skills and awareness of business, as well as humanistic dimensions of product development. The program stresses the importance of professional practice and draws upon extensive resources of local and internationally prominent design firms and alumni. Studio projects provide experience with a diverse spectrum of products, user scenarios, and industries, resulting in a comprehensive professional portfolio. In addition to successful completion of a required professional internship, students must pass three annual portfolio courses (DSID I23A, DSID I25A DSID I28A) in order to receive the BS Industrial Design degree.

#### Area of Study:

- General Education (48 units)
- DsGN I00W (3 units)
- BS ID Major Requirements (69 units)
  - Preparation for the Major (16 units)
  - Requirements in the Major (53 units)
- Total Units Required (120 units)**



### BA Design Studies Liberal Arts Degree

Students who do not pass the review will remain in the BA-Design Studies Program. The program provides a basic understanding of the aesthetic and technical skills needed for industrial design. Students are encouraged to combine their studies in design with electives in the arts and other fields.

Additionally, a minor from one of the following departments is recommended: Anthropology, Art and Art History, Business, Computer Science, English and Comparative Literature, Environmental Studies, General Engineering, Global Studies, Journalism and Mass Communications, Philosophy, Psychology, and Urban and Regional Planning.

#### Area of Study:

- General Education includes Area Z DsGN I00W (45 units)
- University Electives (25 units)
- Physical Education (2 units)
- Design Studies Requirement (48 units)
  - Requirements of the Major Core Courses (24 units)
  - Area Specialization (12 units)
  - Design Electives (12 units)
- Total Units Required (120 units)**

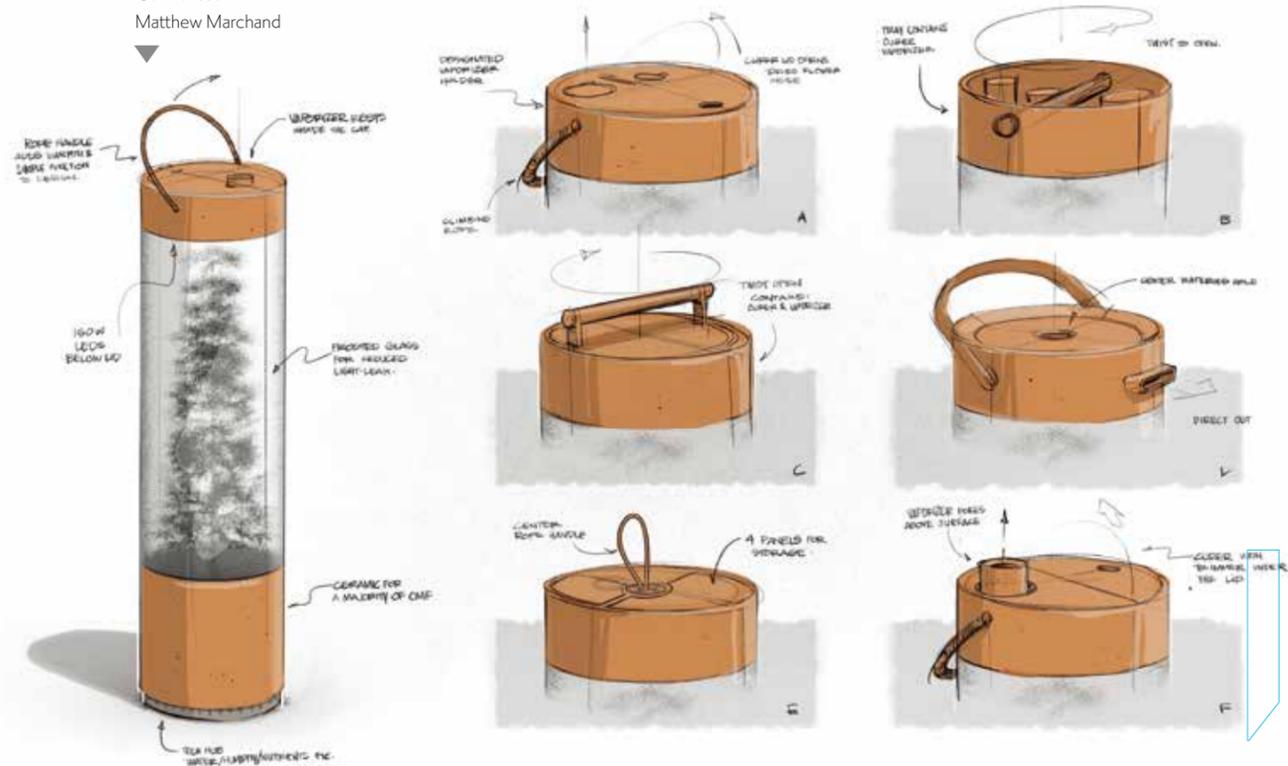
Please visit [sjsu.edu/design/forms](https://sjsu.edu/design/forms) for up-to-date course requirements.



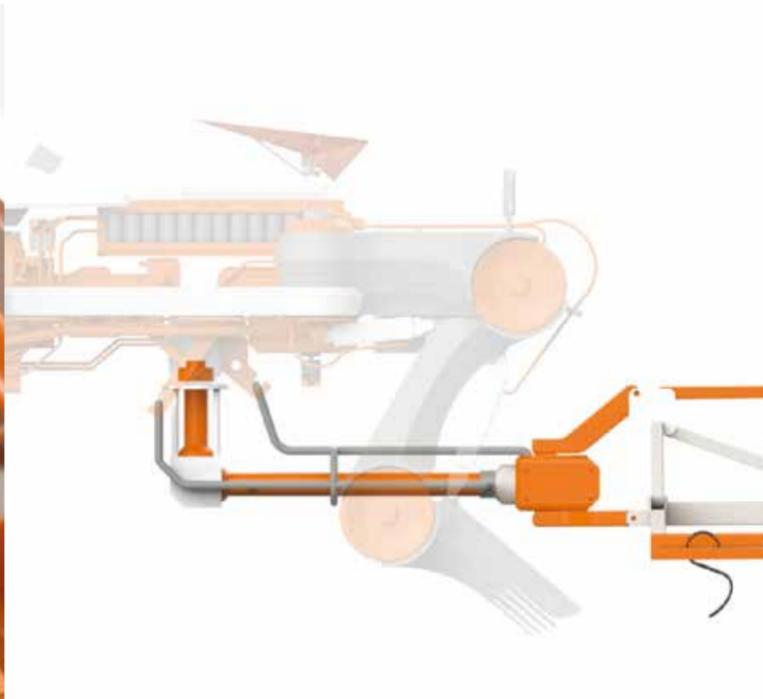
**Tatami Table**  
Jacob McMullen



**Cannarest**  
Matthew Marchand



**Arbor Solar System**  
Joseph Sanchez, Bryan Day, Bryan De Leon  
Beck Field, Maria Lopez, Vincent Pascual



**Ferus**  
Benjamin Martin

**ADAPTABLE**  
Easily Attach to Traditional Implements

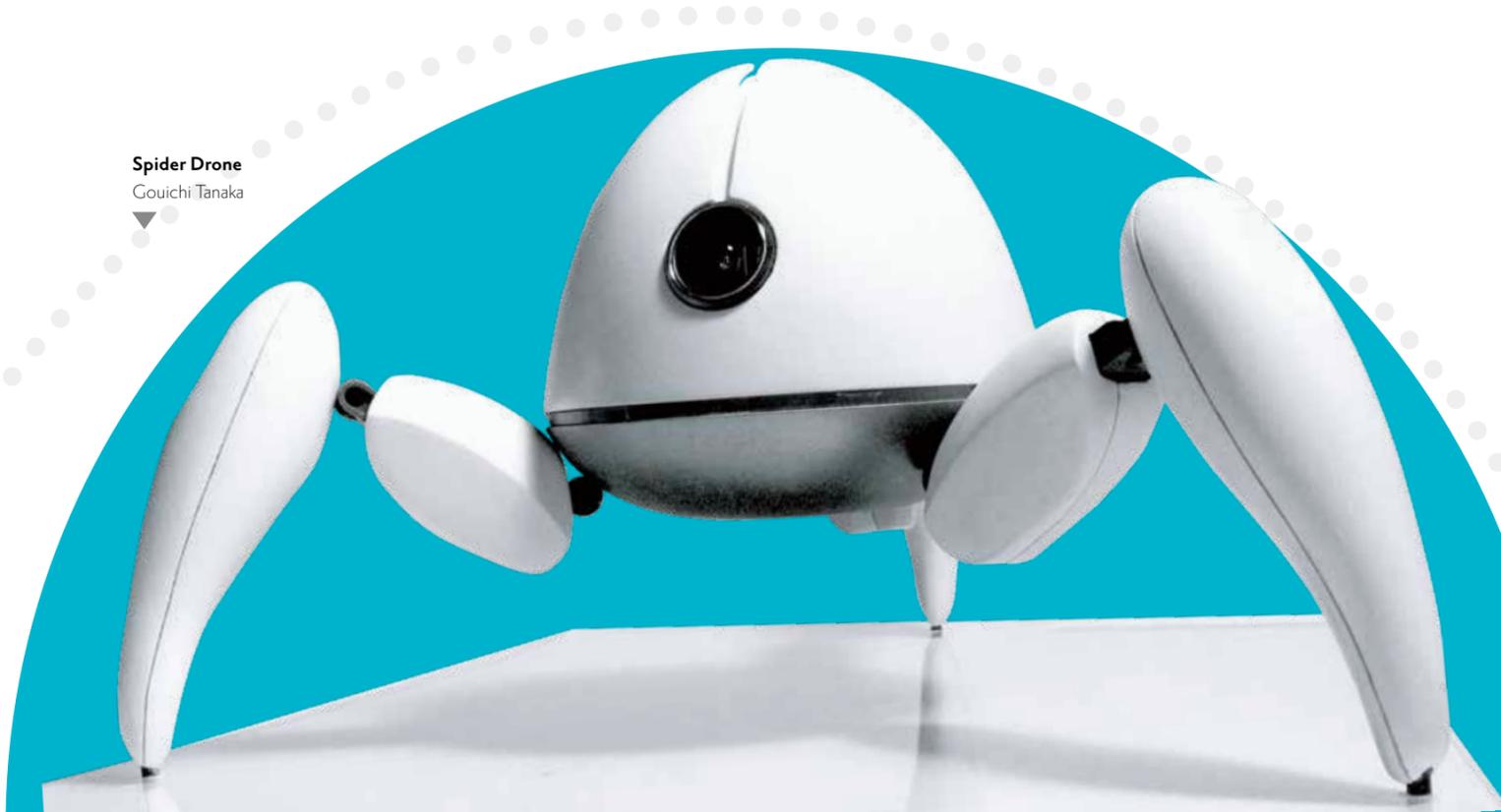


**Vitae**  
Ryan Lafayette  
Robert Soper



**Cultivate**  
Siyoun Park  
David Tong  
Steffany Tran

**Spider Drone**  
Gouchi Tanaka



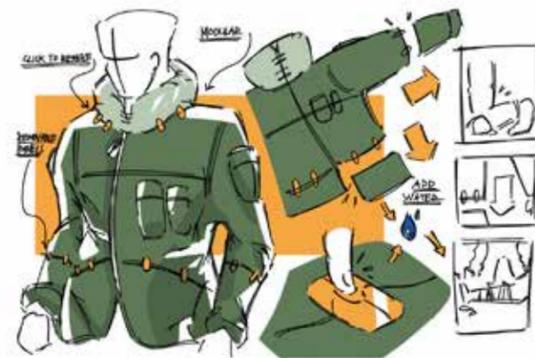
C.W. Clock  
Syhying Wong



► Preparedness Poncho  
Benjamin Martin

## TECH IN FASHION

During the ideation process different technologies were researched and explored that would be used on clothing that can be formed to create splint. Ideas with water-activated medical fiberglass were explored first but eventually the technology chosen would be vacuum splints.



▲ Micatecture  
Anthony Ta

### THE CASE

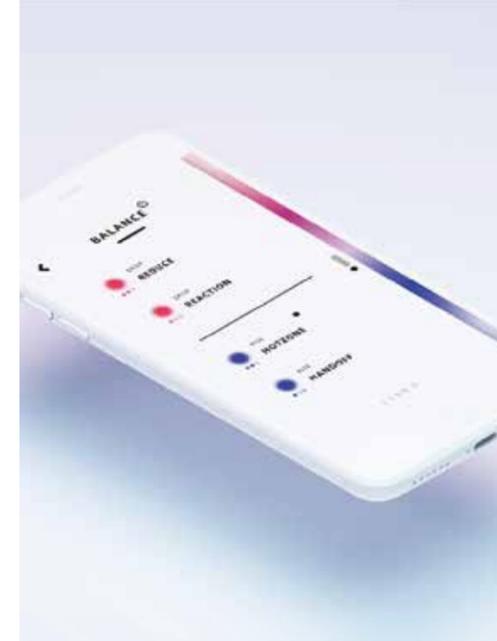
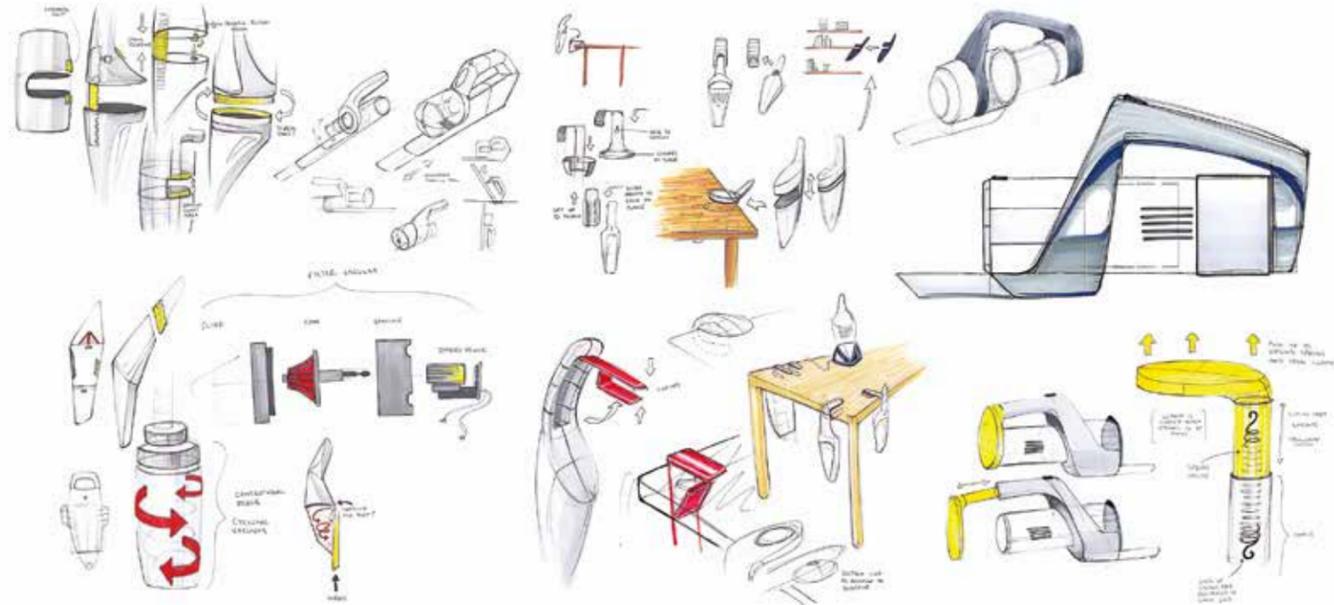
The case was designed to be used not only as a storage device for the markers, but acts as the wireless charging and syncing unit.



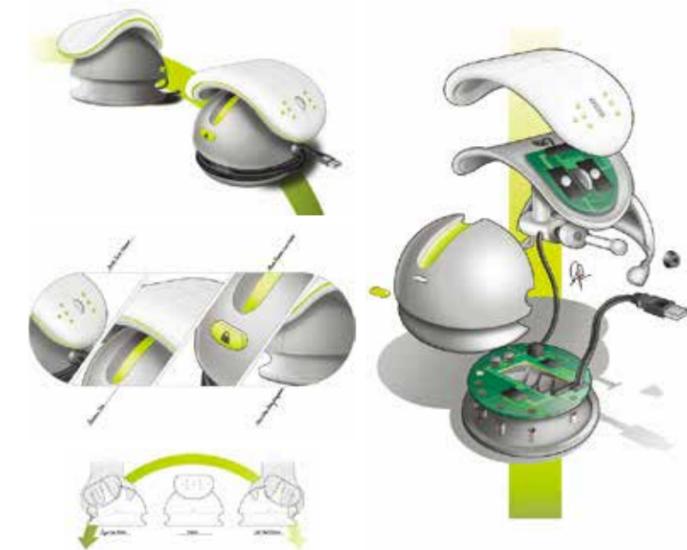
◀ Micatecture  
Anthony Ta



▲  
**Vacuum project**  
Lauren Davison  
▼



▲  
**Libra**  
Benjamin Martin  
Shafik Huffman  
Roshni Patel



▲  
**Computer Mouse**  
John Pham



**Blender**  
Siyoun Park

# Alumni & Student club

Many of our graduates leave our program and go on to work on amazing projects. Below are some of our most recent alumni's testimonials on their experiences with us and where they're at now.

“ Faculty is everything in an education and I feel like I got the best from the teachers who were not only experienced, skilled, and passionate, but also fearless in holding the students up to a demanding standard of excellence that is becoming a rarity nowadays.”

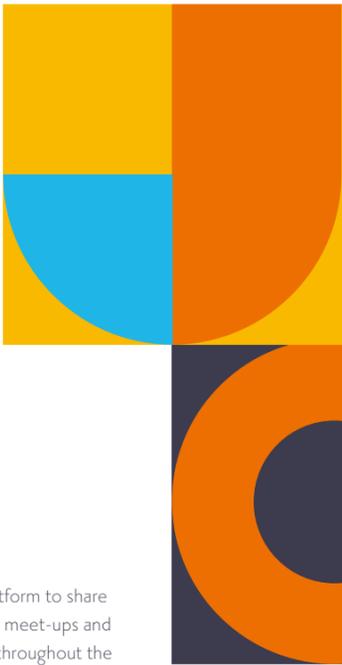
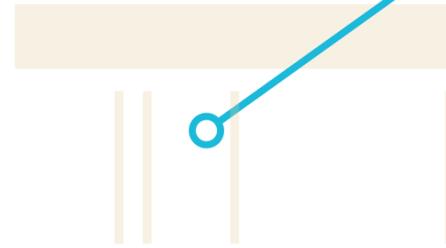
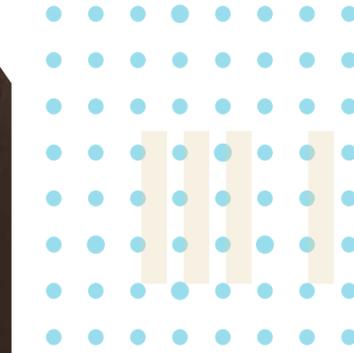
**Francois Nguyen**  
*Creative Director, Frogdesign NYC*

“ Everything I learned at SJSU applies to what I do daily as an industrial designer. While I was in school, I participated in the IDSA Student Merit Award competition. This gave me the opportunity to present my work to a lot of professional industrial designers. That experience led to a job at an award-winning industrial design consultancy right after graduation, during the COVID-19 pandemic. I wouldn't be where I am today without the support and guidance of my professors and friends in industrial design.” design program.”

**Sy Hyin Wong**  
*Industrial Designer, Whipsaw*

Following is more information on some of our alumni and the essential work they go on to do:

- |                   |                 |
|-------------------|-----------------|
| Robert Brunner    | Mike Lowe       |
| Becky Field       | Francois Nguyen |
| Gerard Furbershaw | Scott Summit    |
| Kara Harrington   | Kyle Swen       |
| Gita Jacobson     | Cassie Tweed    |
| Angie Kim         | Valerie Weilert |



## The SJSU IDSA: Industrial Designers Society of America

Student Chapter is operated by elected students from the ID program. We participate in many of IDSA Western District and our local professional chapter's events. Our goals for the Student Chapter are as follows:

- Giving our members a voice in the industry;
- Providing resources and contacts;
- Creating a welcoming and helpful environment that complements the outstanding SJSU Industrial Design program.

We are committed to promoting our organization in the local design community by coordinating our own gallery shows, which includes the junior/senior shows, school exhibitions, and Art/Design mixers. These events help give our members opportunities to meet and work with design professionals.

Learn more about SJSU IDSA on Facebook and Instagram.

## The SJSU WID: Women in Industrial Design

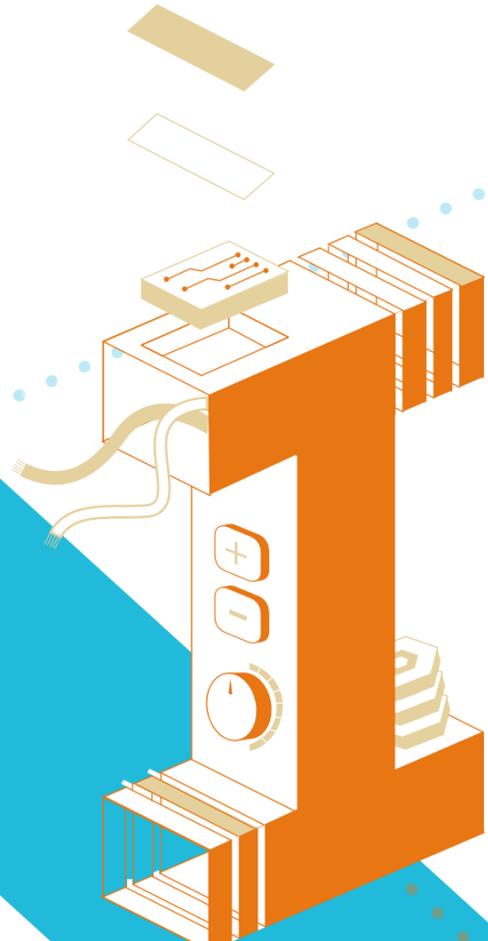
This Women in ID group is a new platform to share resources, provide support, organize meet-ups and promote professional development throughout the SJSU ID program and beyond. Open to all supporters of women in the SJSU ID community.

Learn more about SJSU WID on Facebook and Instagram.



# Community Engagement

Our Design Department believes that design is more than just aesthetics; it's also the ability to apply what they learn in the classroom onto real-world problems to improve their communities; students strive to bring solutions to the world not only as designers, but also as global citizens. Our Industrial Design students often help out with community outreach programs and city planning groups by applying their design knowledge in a meaningful way. Listed below are some of the partnerships our Industrial Design students were able to take part in as designers to community improvement.



## **SJSU ID Creative Volunteer Response Brigade**

Quick, collaborative and creative response to Covid-19 during April and May of 2020. This program combined the powers of volunteer ID students and volunteer ID professionals to work in teams on design sprints. Team projects dealt with face shields, respirators, PPE for non-medical professionals, sanitization for delivery and logistics, and safety hardware for small business adaption. | 2020

## **San Jose Children's Discovery Museum**

Students designed seating to enhance social interaction for visitors of the museum, CA | 2018

## **Designing Forward**

Students from local high school Cristo Rey attended a design thinking workshop that was facilitated by SJSU students and faculty. | 2017

## **Fountain Alley Community collaboration with Downtown Streets Team, Local Color, and CommUniverCity**

Worked with community planning group and community members to develop prototype concepts to activate Fountain Alley. | 2017

## **Rails to Trails Community collaboration with Urban Planning**

Workshop to develop concepts for the rail train project from Wastonville, CA to Davenport, CA | 2016

## **Simple Limb Initiative, Prosthetic Solutions, and Mahavir-Kmina**

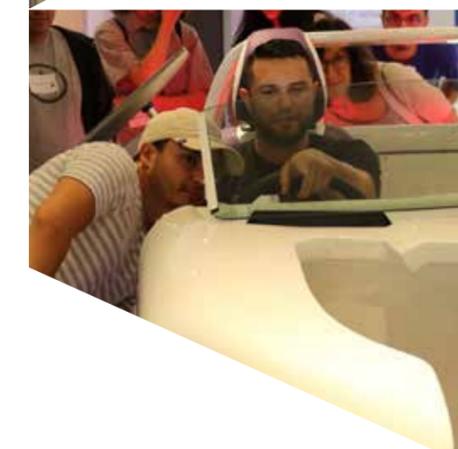
Simple Limb Initiative, Prosthetic Solutions, and Mahavir-Kmina. | 2013-16

## **IKEA Urban Homesteading project**

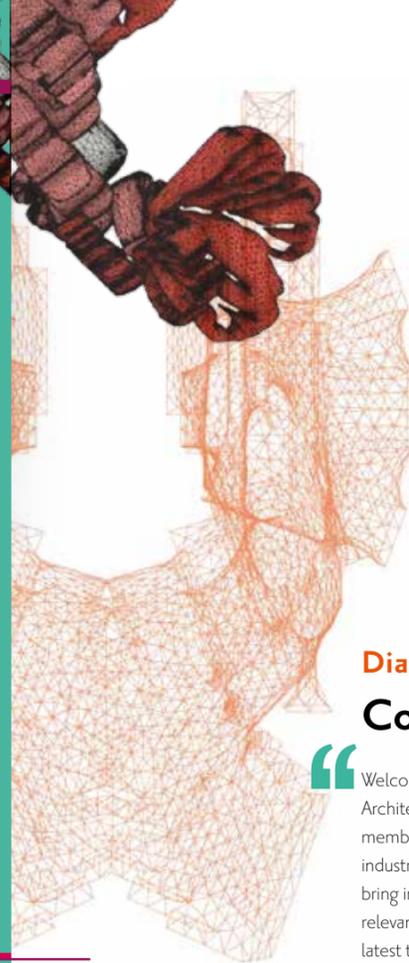
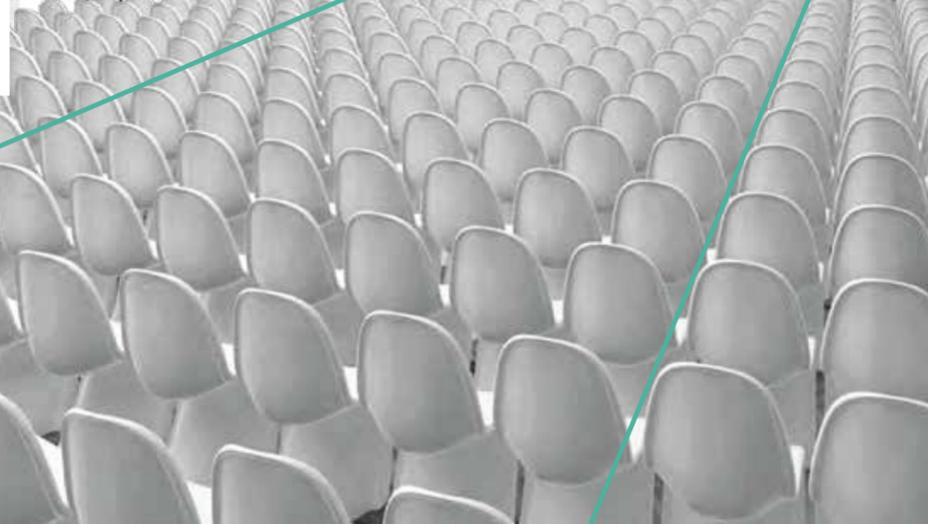
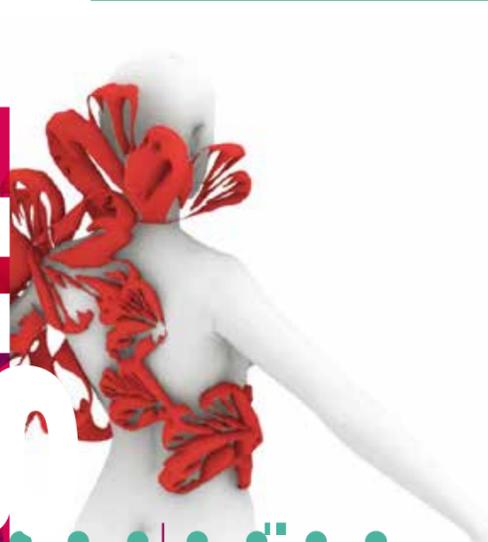
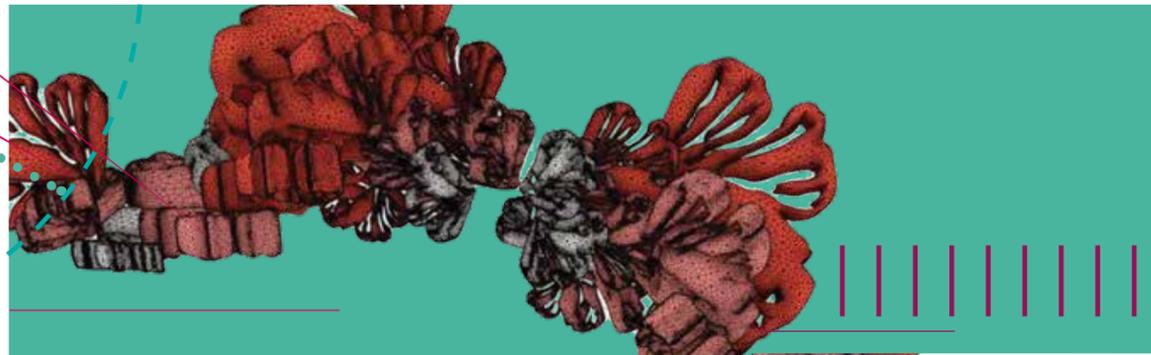
Students volunteered for various urban garden projects around San José. CA | 2014

## **Spartan Keyes Community collaboration with Urban Planning (Prof. Kos URBP 203) and CommUniverCity**

Developed prototype concepts to address issues of safety, lighting, way finding, history, and activation in Spartan Keyes. | 2013



# Interior Design



## Program Overview

Our Interior Design program at San José State University focuses on sustainability through innovative workplace strategies, creative design processes, interactive and adaptable environments using AR and VR, and fabrication through emerging technologies such as 3D printing. Located at the center of Silicon Valley, our graduates enter the interior design

field equipped with knowledge to work in technology-focused environments. With an emphasis on health and well-being, our faculty focuses on biophilia and collaboration with the local communities to address homelessness and urban blight. As such, our students become humanitarian technologists who create innovative interiors that improve our community's lives and work for a better future.

**The Interior Design program at SJSU is one of the best interior design programs in California and one of the most prestigious interior design programs in a public university in the United States.**

All of our interior design faculty are currently active in the architecture and interior design fields, which allows us to bring firsthand experience and the most updated knowledge into the classroom. Students emerge from our competitive program prepared to take on the challenges of designing for the 21st century. In addition to our rigorous coursework, students gain professional experience through internal and external portfolio review sessions and required internships.

Our students have won numerous awards in competitions sponsored by the International Interior Design Association (IIDA), the Planning and Visual Education Partnership (PAVE), and the American Institute of Architects (AIA). Many of our graduates have been instrumental in rethinking and reinventing the workplace for significant corporations in the area. Others go on to establish their own successful design studios and become leaders in the profession. All have stepped forward to effect change throughout the world.

**Diana Seah**

### Coordinator's Message

“Welcome to the SJSU Interior Design program, which focuses on Interior Architecture. The Interior Design faculty, all of whom are accomplished members of the field, provide students with the most cutting edge industry knowledge; moreover, the international members of our faculty bring into the classroom a deep sense of multiculturalism that is both relevant and beneficial. In our program, students are exposed to the latest trends and inventions of the field, as well as innovative technology. Many of our undergraduate students win design competitions every year. Additionally, our graduates complete the program equipped with skills that strengthens them for the professional world of Interior Design. A good portion of our alumni go on to work for architecture firms or continue on to graduate studies for architecture or interior architecture.”



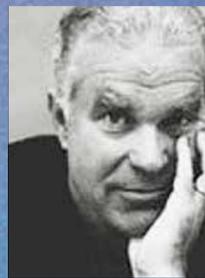
# I N T E R I O R D E S I G N



**Diana Seah**  
Professor  
Program Coordinator  
Major Advisor



**Virginia San Fratello**  
Associate Professor  
Department Chair  
Major Advisor



**John A. Loomis**  
Professor  
Major Advisor

## Adjunct Faculty

- Bryan Allen
- Ming Cheng
- Lance Crannell
- Marisha Farnsworth
- Joris Komen
- Eleanor Pries Mara
- Morana Medved
- Boon Koon (Faith) Tan
- Corinda Wong

## Degree & Curriculum

- The Interior Design program at the San José State offers two degrees:
- BFA in Interior Design
  - BA in Design Studies

Note: The Interior Design Program admits every student as a BA Design Studies Major. Upon completion of DsIT 34, students are eligible to apply for admission to the BFA Interior Design program by portfolio review only. Students who do not pass the review will remain in the BA-Design Studies Program.

### BFA in Interior Design

#### Professional Degree

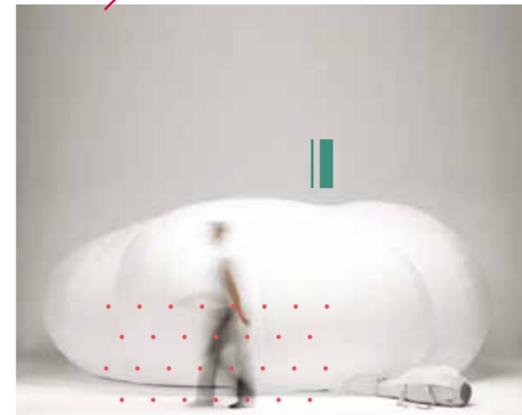
The program draws from a wide range of university and Bay Area community resources to prepare students for entry-level interior design practice and positions them for future professional growth in the fields of interior design and architecture.

The curriculum involves both theoretical and practical study of interior architecture with emphasis on critical thinking, communication skills, design process, merging technologies, human factors, aesthetic sensibilities, laws, codes and regulations, and professional ethics. Students are held to the professional standards set forth by the Council for Interior Design Accreditation Board.

In addition to the required portfolio reviews, students must complete a 1 unit professional internship as part of the degree requirements for the BFA of Interior Design

#### Area of Study:

- General Education includes Area Z DsGN 100W and PE (35 units)
- University Electives (3 units)
- BFA Interior Design Requirement (82 Units)
  - Preparation for the Major (12 Units)
  - Additional Prep Courses (30 units)
  - Requirements of the Major (40 units)
- Total Units Required (120 units)**



### BA in Design Studies

#### Liberal Arts Degree

Students may also choose to curate their education by majoring in the BA Design Studies Program with a specialization in Interior Design. This degree provides students with broad exposure to design principles, history, and theory.

This degree provides students with a basic knowledge of 3D computer-aided design software applications, materials and methods fundamentals, space planning fundamentals, and collaborative design experiences. Students will have the basic skills for jobs in computer-aided design, model building, and showroom sales.

Additionally, a minor from one of the following departments is recommended: Anthropology, Art or Art History, Business, Computer Science, Environmental Studies, General Engineering, Global Studies, Journalism and Mass Communications, Philosophy, Psychology, and Urban and Regional Planning.

#### Area of Study:

- General Education includes Area Z DsGN 100W (45 units)
- University Electives (25 units)
- Physical Education (2 units)
- Design Studies Requirement (48 units)
  - Requirements of the Major Core Courses (24 units)
  - Area Specialization (12 units)
  - Design Electives (12 units)
- Total Units Required (120 units)**

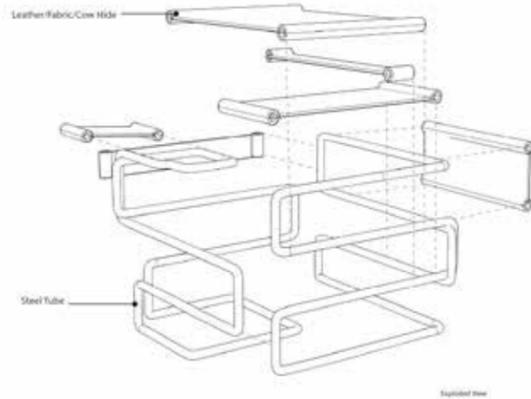
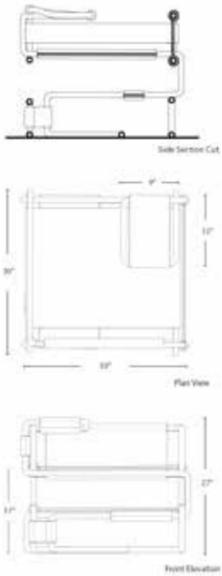
Please visit [sjsu.edu/design/forms](https://sjsu.edu/design/forms) for up-to-date course requirements.





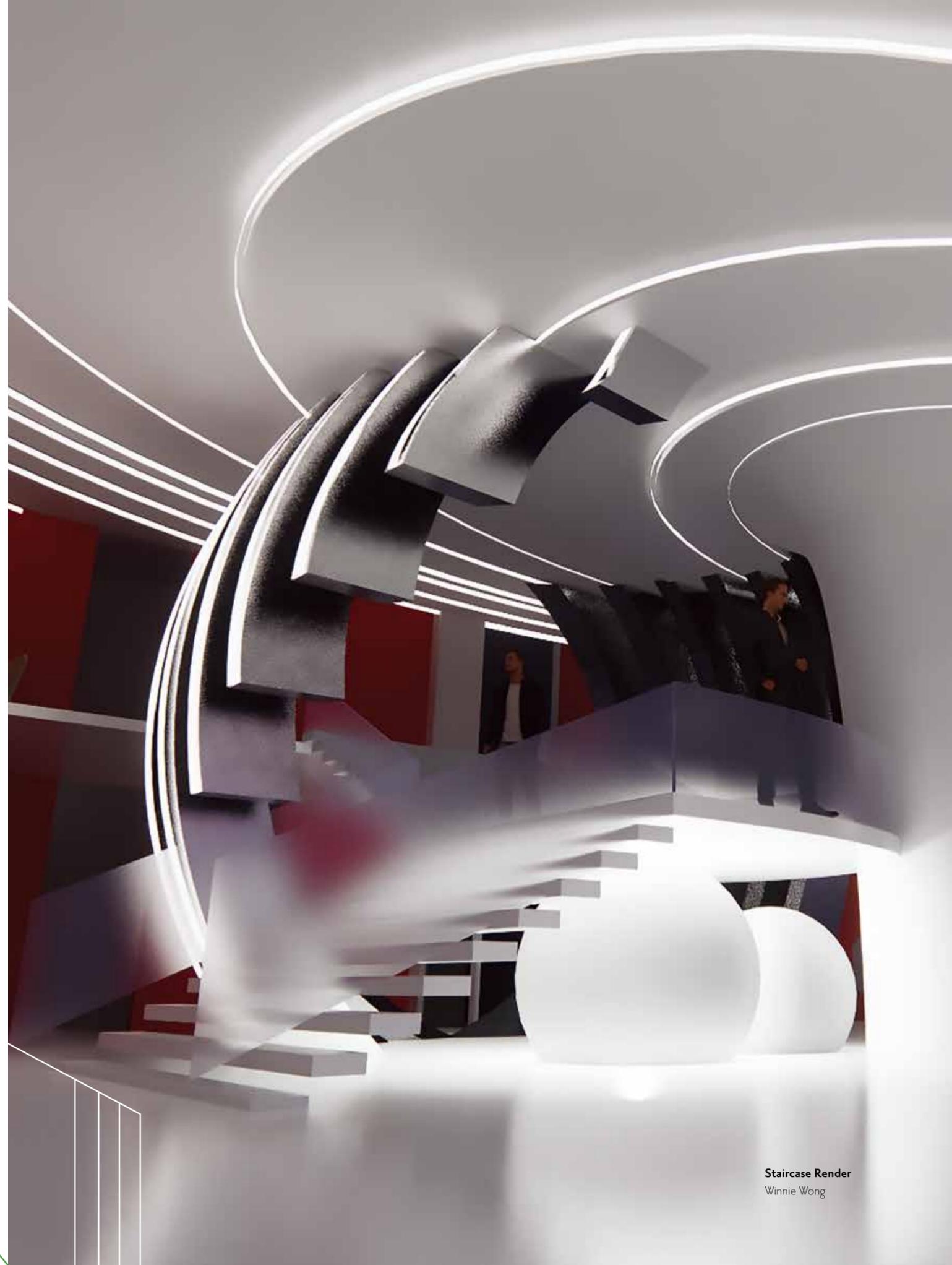
▶ **The Line Chair**

Tin La and Dat Vu



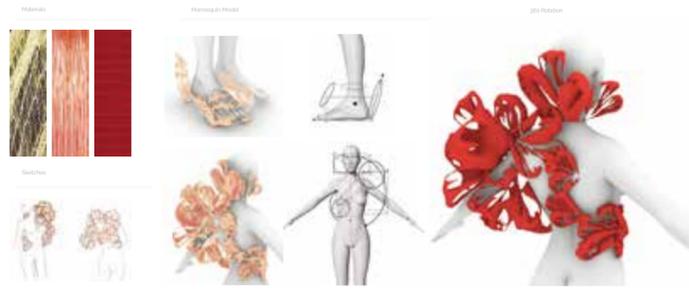
◀ **Paradise Health Care Clinic**

Lei Wang

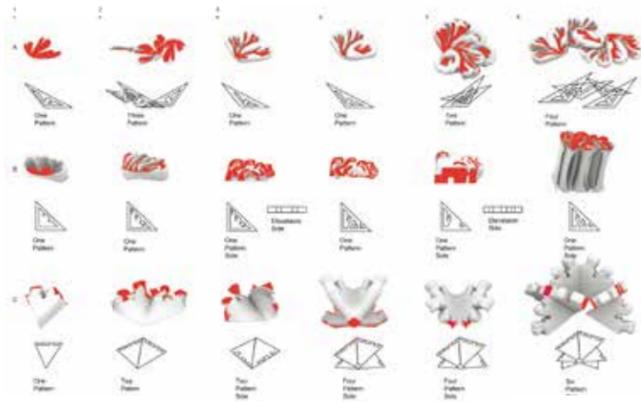
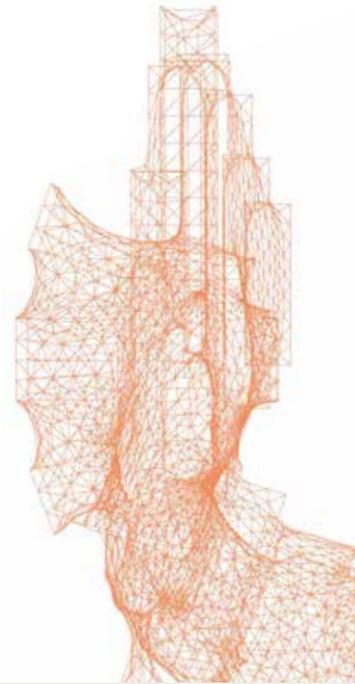


**Staircase Render**

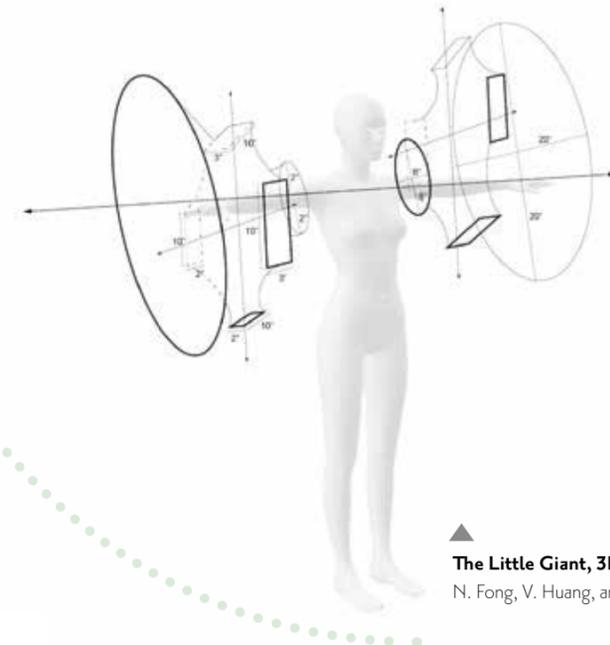
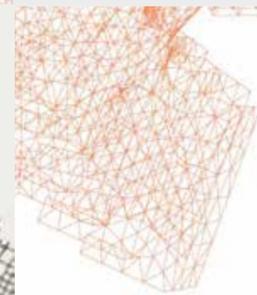
Winnie Wong



▲ Bone to Coral, 3D printed wearables  
Huang, Wang and Nguyen



▲ 3D printing light weight building materials Noor Alhelew



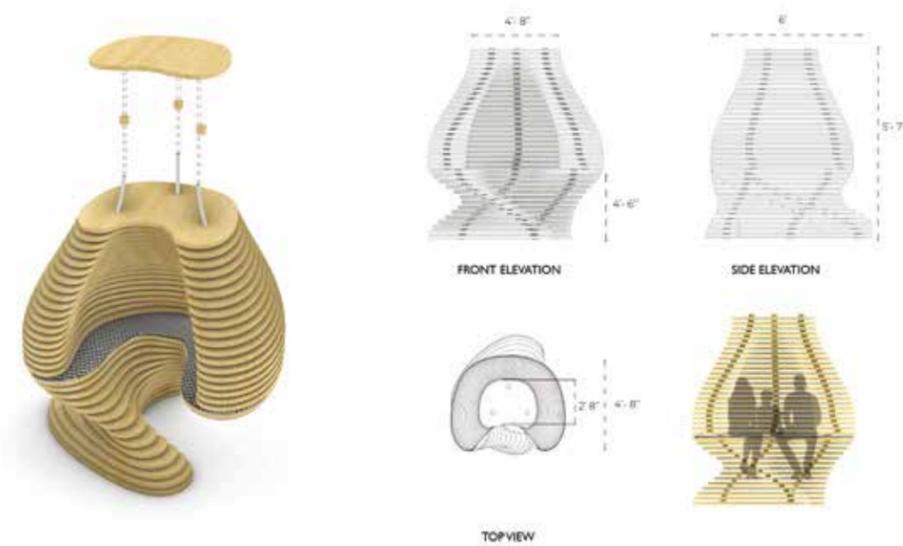
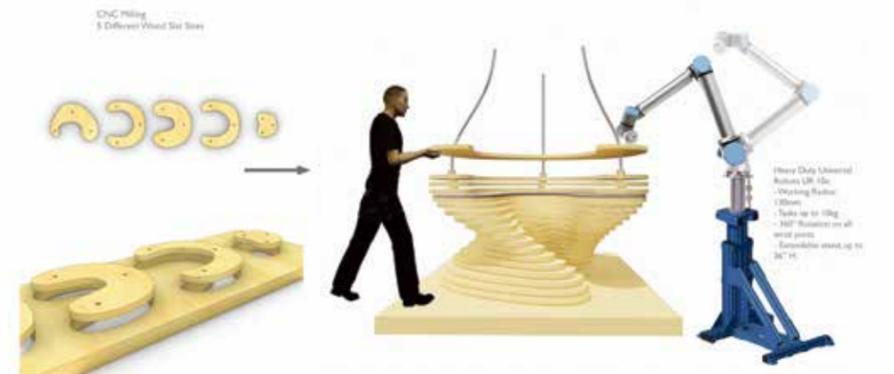
▲ The Little Giant, 3D printed wearables  
N. Fong, V. Huang, and M. Wang



3D Printed Sleeping Pods  
Stephanie Leaman



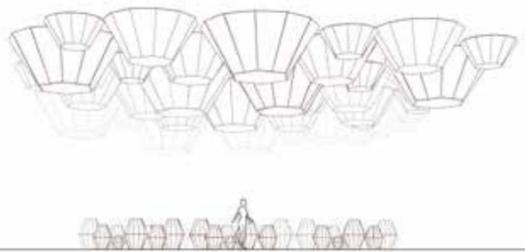
- JOINERY**  
Material: Plywood  
Radius: 71mm  
Height: 76mm  
Count: 114
- JOINERY**  
Material: Bentable Steel rod  
Radius: 20mm  
Height: 6"  
Count: 3
- WOOD SLAT**  
Material: CLT, Plylar-Wood  
Finish: Seta langan  
Thickness: 2"  
Slats: 39
- UPHOLSTERY**  
Material: Polypropylene  
Fabric Color: Standard Gray  
Filling: Polyester foam core  
Thickness: 50mm



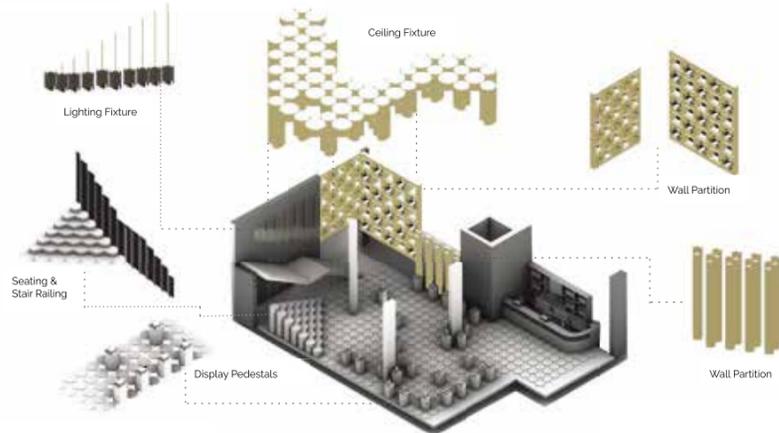
▲ **Robotically assembled furniture**  
Lwin Lwin Aung and Lyndon Paul Lopez



▲ Oasis | Jamie Demelo and Jamie Curtis



▲ ▼ System Framework Ana Vargas and Yvette Miralles ▶



▲ Oasis | Jamie Demelo and Jamie Curtis



# Alumni & Student club

“Attending San José State’s Interior Design program helped me be where I am today. I had the privilege to study with stellar instructors who nourished my creativity and also introduced me to the professional side of the industry. My professors encouraged me to submit my studio project to the IIDA Interior Design Competition, which led to my winning an IIDA Student Honor Award. My win led to multiple job offers and an IIDA Best in Show Portfolio. I transitioned seamlessly from being a student to being an interior design professional because of the guidance and encouragement of my mentors at SJSU.”

**Maryam Batouli**

*Interior Designers, IA Interior Architects*

“Now several years into my professional design career, I owe a lot of my keen eye to the tools and skill sets that I learned while at San José State University. I recognize that my perspective broadened beyond just learning design skills. The program prepared me to understand and question the materials, construction, and applications of what I, as a designer, was creating. I learned how to investigate ecological approaches to design and construction, which brings a responsible, responsive and multi-sensory approach to my projects because I learned how to study and analyze my work from different points of view.”

**Samantha Lew**

*Associate & Interior Designer, Gensler*

“If it weren’t for the professors at SJSU, I wouldn’t be the leader that I am today. The program introduced me to extraordinary new opportunities and encouraged me to immerse myself in the profession. I attended IIDA events to shadow professionals and had the opportunity to network extensively. These opportunities have shaped me as a student and as an emerging professional allowing me to explore new ways in which design and technology affect our lives.”

**Lana Alise**

*Project Manager, Google Advanced Technology and Projects Lab*

Following are some notable companies and studios our graduates go on to work at:

- AAI
- Apple
- Autodesk
- AP+I Design
- Brereton
- CAGE Design Build
- David Whitney Architects
- DGA
- Facebook
- Hawley Peterson Snyder
- HBA
- Krong Design Inc.
- NVIDIA
- Studio O+A
- Uber



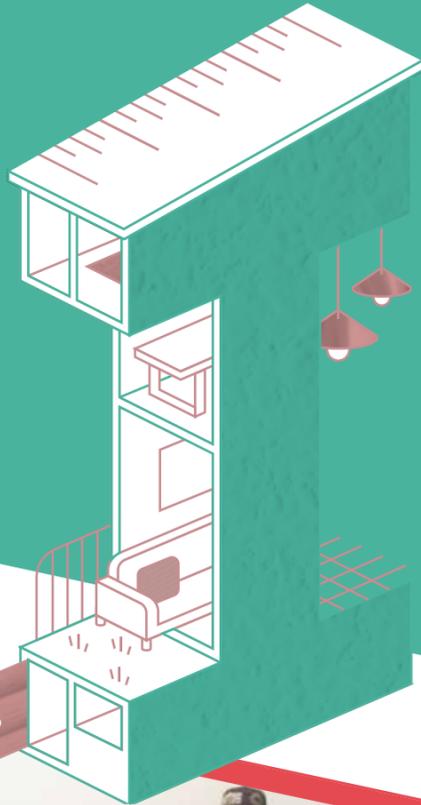
The main goal of IDSO—Interior Design Student Organization—is to acclimatize students to the profession and to help them obtain internships and network with professionals. Students are also given opportunities to build leadership skills and work with leaders in the local design community. Additionally, as they transition into the professional world, students will also gain experiences that help improve their hard skills, such as portfolio reviews, and enhance their soft skills, such as communication and presentation-focused events.

Furthermore, IDSO frequently sponsors workshops, guest lectures, and coordinates events with professional organizations such as IIDA, AIA, and ASID.



# Community Engagement

Our Design Department believes that design is more than just aesthetics; it's also the ability to apply what they learn in the classroom onto real-world problems to improve their communities; students strive to bring solutions to the world not only as designers, but also as global citizens. Our Interior Design students often help in the design of various community spaces throughout the Bay Area. Listed below are some of the partnerships our Interior Design students were able to take part in as designers to make meaningful community improvement.



## Recent Projects (or Industry Sponsored Project)

African American Community Service Agency and CommUniverCity—Interior design proposals for building renovation. | 2018

Mathson Middle School—Furniture and seating for the students of Mathson. | 2018

Northside Neighborhood and CommUniverCity—Empire + 13th / A Living Room for San José. | 2018

Martin Luther King Library San José—Develop Curriculum for the Maker Space Ship. | 2017

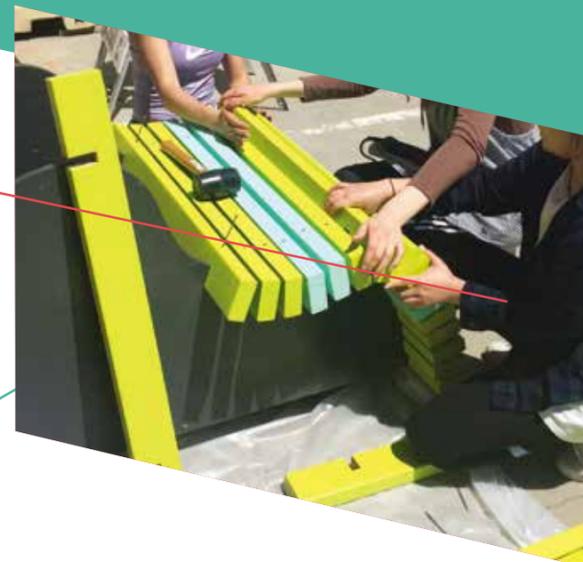
Vestor.In—Non-profit Startup Temple design for emerging tech in San Francisco. | 2016

Chung Tai Zen Center of Sunnyvale—Zen Monastery Retreat Design Proposals | 2015

The Sunnyvale Police Department with Barry Swenson Builders—Proposal for the Sunnyvale Civic Center. | 2014

City of San José Department of Cultural Affairs—Paseo de San Antonio / A Living Room for San José. | 2013

California State Parks and Friends of Gilroy Hot Springs—Design for the restoration of the Historic Gilroy Hot Springs Thermal Baths. | 2012



# Index & Credits



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## Special Thanks

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Program Coordinator, Graphic Design

**Joshua Nelson**  
Program Coordinator, Industrial Design

**Diana Seah**  
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**Au-Co Tran**  
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Saeun Lee  
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