EXPANDED COURSE DESCRIPTION

YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 2004 3.0 SECTION G
COMMUNICATION DESIGN 1
FALL 2017 / WINTER 2018

Last Modified Date: 09/25/2017

COURSE CALENDAR DESCRIPTION

This practicum course concentrates on building skills in two-dimensional visual communication design. Various communication and learning theories are integrated into the design process assisting students to develop a multi-disciplined approach to design. Required course for design major. Prerequisites: FA/YSDN 1001 3.00 and FA/YSDN 1002 3.00 or permission of the Department of Design. Course credit exclusion: FA/YSDN 2004 3.00 prior to 2001. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tbody>
<tr>
<td>Antozsek-Rallo, Adam</td>
<td>Sec. G / PRAC / F</td>
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SPECIAL FEATURES

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York University / Sheridan College Program in Design
Communication Design 1

FA/YSDN 2004 3.0 Prerequisites
Visual Language ysdn 1001 3.0 Design and Image ysdn 1002 3.0 Typography 1 ysdn 1005 3.0
This is a required practicum course for students in the BDes program.

Fall Term 2017

YORK
Lab 1 Friday 8:30–12:30 DB 4034 Instructor/Course Director: G. Leroux Office hours by appointment. gleroux@yorku.ca
Lab 2 Friday 8:30–12:30 DB 4031 Instructor: M. Traill Office hours by appointment. mtraill@yorku.ca
Lab 3 Friday 8:30-12:30 DB 4028 Instructor: V. Fullard Office hours by appointment. typoclass@rogers.com

SHERIDAN
Lab 1 Tuesday 9:00-13:00 J 219 Instructor: Maria Gabriele Office hours by appointment. maria.gabriele@sheridancollege.ca
Lab 2 Tuesday 9:00-13:00 J 223 Instructor/Course Director: Adam Rallo Office hours by appointment. adam.antoszekrallo1@sheridancollege.ca
Lab 3 Tuesday 13:30-17:30 J 219 Instructor: Lola Landekic Office hours by appointment.
lola.landekic@sheridancollege.ca 2/9

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Expanded Course Description

This studio course involves critiques, demonstrations, lectures, & presentations by the instructor. These discussions will be supplemented with assigned readings and in-class excercises. This practicum course concentrates on building effective skills in visual communication design.

COURSE TOPICS
Defining design
Design process
Research as a cornerstone for design
Rhetoric as a basis for communication
Visual rhetorical devices
The interplay of target audience, communication vehicle and message
Editorial voice in design

STATEMENT OF PURPOSE

Graphic design has the power to motivate, persuade and inform. It can be used to differentiate products in a crowded commercial marketplace or to clarify difficult concepts in a world of ideas. The purpose of this course is to introduce students to graphic design as a problem-solving activity which can effectively influence human behaviour with important consequences.

Learning Outcomes

Upon successful completion of this course, students will have demonstrated their abilities to:

Use the design process to solve communication problems
Achieve breadth and depth in the exploration of concepts
Shape communication for defined purposes and defined audiences
Develop a strategic approach to the use of type and images
Utilize grids to organize visual elements on a page
Work to detailed specifications requiring neatness and accuracy
Harness the power of visual hierarchy
Achieve precision in verbal and visual communication
Analyze and evaluate design solutions both individually and in group situations
Work at an entry level with page layout software

Successful students will have demonstrated:

Professional work ethic and respect for schedules and due dates
Engagement in class activities and critiques
Respect for intellectual property

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Course Text / Readings

RECOMMENDED BOOKS


SUPPLEMENTARY READING

Additional readings may be assigned or recommended during the course.

Student Responsibilities

Students must provide the Course Instructor (via email) with an active email address which is checked on a regular basis; all communication with the Course Instructor outside of regular class hours should be conducted by email—this includes notice of lateness or absence.

It is the responsibility of the student to inform the Course Instructor if, for any reason, the student may not be able to progress within the course in a timely manner.

It is the responsibility of the student to always back-up their digital work with redundancy. Online backups are highly recommended.

Every student is expected to have current project files available for critique.

It is the responsibility of the student to make themselves familiar with the course outline and come to class prepared for the activities listed therein. This includes arriving for guest lectures having prepared yourself ahead of time with knowledge of the speaker and their work.

Each student is expected to participate in in-class exercises and present their work and process in individual, small-group, and full-class critiques.

Students are expected to record and document their design process.

Students are expected to listen actively and take notes in class and during lectures—lecture hand-outs will not be provided. Occasionally the Course Instructor may make lecture slides available to students through email; as these slides may contain copyright material, they must not be redistributed in any manner.

Evaluation

All course work is to be submitted directly to the course instructor during scheduled class hours. Do not submit work to the Admin Offices. Projects will be graded using the following criteria:

Breadth & depth of investigation. Students are required to keep ongoing documentation of their work in process. Breadth refers to research, and the quantity and quality of diverse lateral concept development. Depth refers to the quantity and quality of exploration, experimentation and vertical development for the selected concept.

Effectiveness. Demonstrating an understanding of the design problem and project parameters by delivering an appropriate visual solution that effectively addresses the subject matter.

Visual Quality. Demonstrating the ability to translate ideas into technically refined forms, with visual interest, clearly defined hierarchy, originality, and attention to detail.

Production. The quality of the visual presentation, including printing, mounting, construction, neatness, organization, structure, file-size, and visual fidelity of all elements used in a project.

Students demonstrate their learning in the following ways:
Process documentation provides a record of the student’s ability to utilize the design process and reveals the breadth and depth of exploration involved with each project. All process work, including research, notes, sketches, annotations, linears, contact-sheets, variations, and screen-caps must therefore be submitted to the instructor for review and evaluation.

In-class exercises and group work provide an opportunity for students to reinforce and test theory immediately.

Each student must present their work in small groups and full class critique situations. Assessment of participation and engagement in the learning process takes place every week. It is essential that students attend all classes and engage in all critiques and activities.

Since the course concentrates on moving the theory of graphic design into the practice of graphic design, a large percentage of the student’s grade comes from an evaluation of the visual communication quality and practical effectiveness of submitted projects.

A grade slip will be returned with each project. Grading is based on professional standard and non-competitive within the course and within each section. The final grade for the course will be based on the following items weighted as indicated:

- **Project 1** 5%
- **Project 2** 25%
- **Project 3** 25%
- **Project 4** 35%
- **Participation** 10%

Final course grades may be adjusted to conform to Program or Faculty grades distribution profiles.

Last date to drop a fall term (F) course without receiving a grade: November 10, 2017
Last date to drop a winter term (W) course without receiving a grade: March 9, 2018
Last date to drop a full year (Y) course without receiving a grade: February 9, 2018

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**Grading**

The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+=9, A=8, B+=7, C+=5, etc.). Assignments and tests* will bear either a letter grade designation or a corresponding number grade (e.g., A+ = 90 to 100, A = 80 to 90, B+ = 75 to 79, etc.) For a full description of York grading system see the York University Undergraduate Calendar: http://calendars.students.yorku.ca/2017-2018/design

Students may take a limited number of courses for degree credit on an ungraded (pass/fail) basis. For full information on this option see Alternative Grading Option in the AMPD section of the Undergraduate Calendar: http://calendars.students.yorku.ca/2017-2018/design

**Grade Point Percent Range Description**

- **A+ 90 –100% RARE AND EXCEPTIONAL WORK** Thorough knowledge of concepts and techniques and exceptional skill and/or great originality in the use of those concepts /techniques in satisfying the requirements of an assignment/course.
- **A 80 – 89% EXCELLENT WORK** Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality.
- **B+ 75 – 79% VERY GOOD WORK** Thorough knowledge of concepts and techniques together with a fairly high degree of skill in the use of those concepts / techniques.
- **B 70 – 74% GOOD WORK** Good level of knowledge of concepts and techniques together with considerable skill.
- **C+ 65 – 69% COMPETENT WORK** Acceptable level of knowledge of concepts and techniques together with considerable skill representing the student’s competence to continue and the department’s wish to have the student continue.
- **C 60 – 64% FAIRLY COMPETENT WORK** Acceptable level of knowledge of concepts and techniques together with some skill.
D+ 3.55 – 59% PASSING WORK Slightly better than minimal knowledge of required concepts and techniques together with limited skill.

D 2 50 – 54% POOR WORK Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.

E 1 31 – 49% VERY POOR WORK

F 0 0 – 30% INADEQUATE WORK

All courses taken at York and Sheridan, including failures, are included in grade point average calculations. To calculate your Grade Point Average please visit: http://www.yorku.ca/finearts/sas/gpa.htm

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Assignment Submission

Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments for this course must be received on the due date specified for the assignment. Assignments are to be handed in class on the appropriate date.

Lateness Penalty

Assignments received later than the due date will be penalized 10% per business day that the assignment is late. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g., a doctor’s letter).

Missed Tests

Students with a documented reason for missing a course project deadline or a test, such as illness, compassionate grounds, etc., which is confirmed by supporting documentation (e.g., doctor’s letter) may request accommodation from the Course Instructor. Further extensions or accommodation will require students to submit a formal petition to the Faculty.

Attendance and Lateness

Regular and punctual attendance is required professional behaviour in industry and therefore in this program. Attendance will be taken at the beginning of each class. Students are responsible for letting faculty know ahead of time if they are going to be late for class or not attending.

Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g., a doctor’s letter).

Students will be responsible for all academic, financial penalties and consequences resulting from their non-attendance.

ADDITIONAL INFORMATION

Proper Use of Facilities.

Use of the YSDN facilities and equipment is for proper completion of assigned projects only. Privileges may be withheld for improper use. Lateness or incomplete work due to the loss or suspension of privileges is not an acceptable reason for missed deadlines. Students under suspension of privileges must find alternative means to complete projects.

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IMPORTANT COURSE INFORMATION FOR STUDENTS

All students are expected to familiarize themselves with the following information:

Academic Honesty & Integrity

YSDN students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty http://www.yorku.ca/univsec/policies/document.php?document=69.

There is also an academic integrity website with complete information about academic honesty. Students are expected to review the materials on the Academic Integrity website: http://www.yorku.ca/academicintegrity

Occupational Health & Safety

Students must be aware of ergonomic factors related to the course work and should practice recommended exercise to prevent developing occupational related health problems. Please refer to the following web page for details: http://ergo.info.yorku.ca/
Accessibility/Disability Services
Both York and Sheridan provide services for students with disabilities (including learning, mental health, physical, sensory and medical disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at both institutions.

Students in need of these services are asked to register at both York and Sheridan as early as possible to ensure sufficient advance notice so that appropriate academic accommodation can be provided. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Please note that registering with these services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

AT YORK UNIVERSITY
Additional information is available at www.yorku.ca/cds or by contacting the offices of the disability service providers:

Learning Disability Services W128 Bennett Centre for Student Services (BCSS), 416-736-5383
www.yorku.ca/cds/lds

Mental Health Disability Services N110 BCSS, 416-736-5297 www.yorku.ca/cds/mhds

Physical, Sensory and Medical Disability Services N108 Ross Building, 416-736-5140, www.yorku.ca/cds/psmds


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AT SHERIDAN COLLEGE
Accessible Learning Services is located in Room B104, Trafalgar Campus. 905-845-9430 x2530
www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services.aspx

Counselling Services www.sheridancollege.ca/life-at-sheridan/student-services/counselling-services.aspx

Health Services www.sheridancollege.ca/life-at-sheridan/student-services/health.aspx

Ethics Review Process
YSDN students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants at http://www.yorku.ca/secretariat/policies/document.php?document=94. In particular, students proposing to undertake research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) are required to submit an Application for Ethical Approval of Research Involving Human Participants at least one month before you plan to begin the research. If you are in doubt as to whether this requirement applies to you, contact your Course Director immediately.

Religious Observance Accommodation
York and Sheridan are committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. Should any of the dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the Course Director within the first three weeks of class. Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., scheduled later in the term pose such a conflict, contact the Course Director immediately. Please note that to arrange an alternative date or time for an examination scheduled in the formal examination periods (December and April/May), students must complete an Examination Accommodation Form, which can be obtained from at York, Student Client Services, Student Services Centre or online at http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf. Further information on religious observance is available at: https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs.

Student Conduct
Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect and to refrain from actions disruptive to such a relationship. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom, and the responsibility of the student to cooperate in that endeavour. Further, the instructor is the best person to decide, in the first
instance, whether such an atmosphere is present in the class. A statement of the policy and procedures involving disruptive and/or harassing behaviour by students in academic situations is available on the York website http://www.yorku.ca/univsec/policies/document.php?document=82.9/9

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Entering external design award shows and competitions

In an effort to encourage more students to enter external award shows and competitions, the York/Sheridan Program in Design will reimburse the entry fee for winning entries at outside award shows and competitions, up to $35 (CAD) per piece entered.

To take advantage of this, students must:

Enter the competition, pay entry fees and postage and arrange for delivery;

Provide written proof that they have received an award/prize, and

Provide the original receipts for the entry fee in Canadian Dollars. (If the entry fee was paid in another currency, we require a receipt indicating the exact amount you paid in Canadian Dollars).

NOTE: Students are responsible for any other fees that may be associated with the prize. Please contact Barb Batke (bbatke@yorku.ca) for reimbursement after you receive the award.

Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.

Moodle @ York University