EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 3009 3.0 SECTION G
TIME-BASED COMMUNICATION
FALL 2017 / WINTER 2018

Last Modified Date: 09/26/2017

COURSE CALENDAR DESCRIPTION

Focuses upon the visual grammar and language syntax of time-based communication and motion graphics and explores concepts and techniques involved in the integration of images, typography, digital video and audio into vibrant and persuasive communication environments. Prerequisites: FA/YSDN 1006 3.00 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

Introduces theories and formal aspects of time-based communication to the students. The course provides students with an in-depth understanding of the creative, visual and formal aspects of time-based communication from contextual, theoretical and technical points of view. Students develop a conceptual understanding of the various roles which time and motion have in the presentation of visual content. Differences and similarities between subjective and objective forms of expression, individual and public interpretation of information, and user intellectual and emotional engagement in the experience are also investigated. Changing parameters of digital publishing and cross-platform issues are also reviewed. Students learn through individual and group projects. Learning Outcomes Upon completion of this course, each student should be able to:

- demonstrate a contextual understanding of issues related to time-based communication;
- investigate the visual grammar and creative strategies of time-based communication;
- apply creative and theoretical concepts to time-based communication;
- produce creative time-based communication projects using industry-standard computer software.

Prerequisites: FA/YSDN 1006 3.0 and FA/YSDN 2005 3.0 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

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<td>Gruhn, Rebecca</td>
<td>Sec. G / PRAC / F</td>
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