YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 4002 3.0 SECTION G
TYPE IN MOTION
FALL 2017 / WINTER 2018

EXPANDED COURSE DESCRIPTION

COURSE CALENDAR DESCRIPTION

Explores the storytelling abilities of motion design for broadcast and cinema using the temporal and sequential aspects of typography, image and sound. Work is created using both analog and digital methods, and is deliberately focused on using experimental techniques and graphic means to make graphic communication. Prerequisite: FA/YSDN 2007 3.0 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply. Integrated with GS/MDES 5402 3.0.

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<td>Landekic, Lola</td>
<td>Sec. G / PRAC / F</td>
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SPECIAL FEATURES

ysdn 4002 | Fall 2017 | York / Sheridan Program in Design
Type in Motion
Course Professor: Lola Landekic, lola.landekic@sheridancollege.ca
Teaching Assistant: Julia Grzeskowiak
Time & Location: Fridays, 1:30 p.m. – 5:30 p.m., room j218
Prerequisites: fa/ysdn 2007 or permission of the Department of Design.
Course Drop Date: The last day to drop this course without receiving a grade is Nov. 10th.
Course Description
Type in Motion explores the storytelling abilities of motion design for broadcast and cinema using the temporal and sequential aspects of typography, image and sound. Work is created using both analog and digital methods, and is deliberately focused on using experimental techniques and graphic means to make graphic communication.
Course Topics
This course will give students an understanding of time as a design element within the context of both analog and digital media. The focus of the course is typographic in nature, however secondary elements such as sound and video will also be incorporated into both exercises and projects. The main areas that will be covered in this course are:
• Typography in the context of multimedia technologies
• Motion graphics software tools
• Time as a design element
Skill and competence with Adobe Illustrator / Photoshop is a mandatory prerequisite for this course. Awareness and some proficiency with Adobe After Effects and/or a non-linear editing or animation program will be an asset.

Learning Outcomes
Upon successful completion of this course, students will have demonstrated their abilities to:
• Understand and apply the design process in the development of effective design solutions
• Achieve depth and breadth in concept and image development
• Visualize concepts with clarity and economy
• Organize and prioritize information and workflow
• Communicate verbally and in written form their work process and resolution
• Critique the work of colleagues
• Achieve professional standards in the presentation of compositions and prototypes

Evaluation
30% Exercises 1–3 (10% each)
20% Project 1: Beginnings
40% Project 2: Long Story Short
10% Participation and Attendance

Program Grading System
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 at http://calendars.registrar.yorku.ca/2016-2017/academic/index.htm

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 Faculty of Fine Arts section of the Undergraduate Calendar at http://calendars.registrar.yorku.ca/2016-2017/faculty_rules/FA/grading.htm

BDes Program Grading System
Grade Grade
Point
Percent Range Description
A+ 9 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 8 80 – 89% excellent work Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality.
B+ 7 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 670 – 74% good work Good level of knowledge of concepts and techniques together with considerable skill.

Grade Grade Point Percent Range Description

C+ 5 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 4 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

Attendance & 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 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.

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 at the beginning of class on their due date in the format specified by the assignment outline provided by the Course Instructor.

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.

**Student Responsibilities**

- It is the responsibility of the student to respect intellectual property and copyright law.
- Students must provide the Course Instructor 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, in a timely fashion, of any problems that may interfere with the student’s progress in the course.
- All work intended for final print output must always be printed prior to class in preparation for in-class critiques and discussion.
- 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 present their work and process in individual, small-group, and full-class critiques.
- Students are expected to listen actively and take notes in class and during lectures—lecture hand-outs will not always be provided. Lecture slides and handouts contain copyright material, and must not be redistributed in any manner.
- It is the responsibility of the student to always back up their digital work. Every student is expected to have current project files available for critique according to the course outline. Use Digital Locker or external drives to back up work. The hard drives on the lab computers are not intended for storage of student work and will be trashed of all files on a regular basis.
- Use of the Design facilities and equipment is for the proper completion of assigned design projects only. Privileges may be withheld for improper use. Late 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.

**Important Information For Students**

All students are expected to familiarize themselves with the following information—please note that this information is subject to periodic update.

**Academic Honesty & Integrity**

ysdn students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty at 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 at 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://www.yorku.ca/dohs/ergonomics/ergonomics.htm

**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.

at sheridan college
Accessible Learning Services: 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 Professor 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 Professor 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 Professor 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 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.

Entering External Design Award Shows & 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 (email: 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