EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 3004 3.0 SECTION G
COMMUNICATION DESIGN 2
FALL 2018 / WINTER 2019

Last Modified Date: 09/12/2018

COURSE CALENDAR DESCRIPTION

Continues investigation into two-dimensional, print-oriented design problems. Various communication and
learning theories are integrated into the design process assisting students to develop a multi-disciplined
approach to design. Prerequisite: FA/YSDN 2004 3.0 or permission of the Department of Design. Note: For
students not in the BDes program, compulsory and voluntary supplementary fees apply.

A continued investigation into two dimensional print-oriented design problems. Various communication and
learning theories are integrated into the design process assisting students to develop a multi-disciplined
approach to design. Prerequisite: FA/YSDN 2004 3.0 or permission of the Department of Design. Note: For
students not in the B. Des. program, compulsory and voluntary supplementary fees apply.

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

<table>
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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
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<tr>
<td>Kovats, Katalin</td>
<td>Sec. G / STDO / F</td>
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SPECIAL FEATURES

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Section A York University
Tuesday | db 4031
12:30-4:30pm
course director
E.A. (Zab) Hobart
zab@yorku.ca
Section G Sheridan
Tuesday | J218
9 am to 1 pm
course director
Katalin Kovats
katalin.kovats@sympatico.ca
Communication Design 2
FA/YSDN 3004 (3.0)
Fall 2018
Prerequisite
Communication Design 1 (fa/ysdn 2004 3.0) or permission of the Department
Course Description

Communication Design 2 is a continued investigation into two-dimensional, print-oriented design problems. Various communication and learning theories are integrated into the design process assisting students to develop a multi-disciplined approach to design.

The challenge of designing a coherent system of interrelated pieces will require developing a visual theme and applying it over several communications vehicles. Learning will be facilitated through lectures, in-class exercises, project, discussions and critiques.

The main areas that will be covered in this course are:

- systems design in print-oriented communications
- planning and prioritizing a complex project
- research, evaluation and synthesis of information
- concept development with an emphasis on lateral thinking
- practicing designing for a specific target audience
- utilizing different modes of representation to develop multiple concepts
- developing a visual theme and variations
- setting up visual order between graphic elements and typography
- designing with bilingual text
- legibility of typography and images at different scales
- verbal and visual presentation skills
- communicating printing specifications
- constraints and opportunities in print-oriented design including printing processes, process and match colour inks, paper
- production of digital files

Successful students will have demonstrated their abilities to:

- understand and apply the design process in the development of multipart design solutions
- do focussed research and synthesize findings
- achieve both breadth and depth in concept development by employing lateral and linear thinking
- visualize concepts with clarity and economy
- create meaningful relationships between words and images
- organize and visually present their conceptual process, design exploration and design refinements
- deal with the complexity of the project: organizing and prioritizing research, information and work flow
- present work in a professional manner, both visually and verbally.

Successful students will have demonstrated attitudes of:

- professional work ethics
- willingness to engage in class activities and critiques
- commitment to schedules and due dates
• respect for intellectual property.

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Computer Skills
expected computer skills: InDesign basic, Illustrator intermediate,
Photoshop intermediate, Acrobat basic
acquired computer skills: InDesign intermediate

Books and Resources
There is a large range of books on the subject of graphic design and creativity
available to you in the library and through Amazon.ca. Here is a selection of books
that is useful for this course:
Bowers, J. Introduction to Two-Dimensional Design: Understanding Form and
Carter, R., Day, B., Meggs, P. Typographic Design: Form and Communication. 4th
De Bono, E. Serious Creativity: Using the Power of Lateral Thinking to Create new
Ideas. Toronto: Harper Perennial
Hyland, A., King, E. c/id: Visual Identity and Branding for the Arts. London:
Laurence King, 2006.
Oldach, M. Creativity for Graphic Designers. Cincinnati, oh: North Lights Books,
1995.
Samara, T. Making and Breaking the Grid. Gloucester: Rockport Publishers,
2002.
2003.
These magazines contain work of contemporary designers
Eye Magazine
Graphis
idn (International Design Journal)
Try these web sites to begin investigating creativity
www.gocreate.com (lots of creativity techniques)
www.myacoted.com/Category:Creativity_Techniques (even more!)
www.jpbc.com/creative/creative.php (check out the online idea evaluator)
www.visualthesaurus.com/ (This is fun!)
To assist with your translation
http://www.bing.com/translator/
http://translate.google.com/
Tools, Materials, Resources
The cost of expendable supplies will vary depending on the materials chosen but typically runs between $100.- and $150.- for this course. note: Besides output of final work, you will be expected to print out black and white and/or colour layouts for discussion of work in progress.

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

Always bring to class: paper, pencils and markers, tape, knives, glue, a backup device or cd/dvd, and a steel ruler and a small cutting board. You will be informed ahead of time when additional materials are required. Where applicable, students are expected to bring current versions of the project files to class for inclass work and critique.

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Your active participation in field trips, guest lectures and other related events as announced in class, is expected. During the year there will be many activities related to graphic design happening in and around the Toronto area. When information about these events becomes available, it will be announced in class and posted on the Notice Boards. Attendance at these events is highly recommended.

Course Fees
For all non-majors (students not currently enrolled in the Bachelor of Design degree program in the Department of Design), there is a compulsory Supplementary Fee which covers the cost of some of the materials used in class. All Supplementary Fees (Compulsory and Voluntary) are payable in cash or certified cheque at the Department of Design, Administrative Offices, tel Building within the first two weeks of term.

Evaluation and Grading
The grading for the course breaks down as follows.
5% Research report, statement of intent
25% project 1, 3 Posters
10% project 2, Application
25% project 3, Application
25% Exercises, Entire System
10% Participation and development

Grading Criteria
Projects will be graded using the following criteria:
problem solving – The originality of the concepts and ideas and their
relevance to the problem; lateral thinking abilities; analysis of project requirements; understanding of the problem and its parameters, goals and objectives.

refinement of the concept – the ability to take the original idea(s) and develop/improve and apply them, linear thinking abilities, critical evaluation of ideas and solutions.

skills – the skills and technical abilities as demonstrated throughout the problem from early sketches to finished state, translation of ideas to visually and technically refined forms.

presentation – the ability to communicate visually, verbally and in written form the direction of your problem solving process. Neatness and organization of submissions.

These criteria may be expressed in greater detail on the grade slips returned with each project. Grading is non-competitive within the course / section. 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 thumbnails, sketches, notes, annotations, linears and research must therefore be submitted to the instructor for review.

This course is intensive and it is imperative that you attend classes as projects are linked with in-class work. This work will be collected at the end of each class. Critiques and class involvement at the formative stages of the design process are more beneficial than after all has been completed. Peer evaluation, participation in class discussions, critiques form an important part of the course evaluation.

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Program Grading System

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+ 55 – 59% passing work Slightly better than minimal knowledge of required concepts and techniques together with limited skill
D 50 – 54% poor work Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises
E 31 – 49% very poor work
F 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: yorku.ca/finearts/sas/gpa.htm
Dropping the Course
The last date to drop the course without receiving a grade is November 9, 2018.
Submitting Work
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 the specified class. The Department of Design will not accept late assignments.
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).
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.

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Important Course Information for Students
Please note that this information is subject to periodic update.
All students are expected to familiarize themselves with the following:
academic honesty and 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
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/

Access/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 York University and Sheridan College.

Students in need of these services are asked to register with disability services in Counselling & Disability Services 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 disabilities 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:
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


at sheridan college:
Accessible Learning Services is located in Room B104, Trafalgar Campus. 905-845-9430 x8196 www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services
Counselling Services
Trafalgar campus, B104, (905) 845-9430, ext. 2557 www.sheridancollege.ca/life-at-sheridan/student-services/counselling-services
Health Services
Trafalgar campus, B129, (905) 845-9430, ext. 2550 www.sheridancollege.ca/life-at-sheridan/student-services/health

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Ethics Review Process
ysdn students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants at http://secretariat-policies.info.yorku.ca/policies/ethics-review-process-for-research-involving-humanparticipants-policy/. 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 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: https://secure.students.yorku.ca/pdf/CodeofRightsandResponsibilities.pdf

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 (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