COURSE CALENDAR DESCRIPTION

Examines the process of creating representational, graphic, and abstract images in the context of visual communication design. Different methods of generating and manipulating images are investigated with consideration given to form and content of images as well as their potential for the communication of ideas. Required course for design major.

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Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

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<th>Name</th>
<th>Section / Format / Term</th>
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<td>Alleyn, Renee</td>
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SPECIAL FEATURES

ysdn 1002 | Winter 2019 | York / Sheridan Program in Design
Design & Image
Course Director: Renée Alleyn (Sheridan)
Lab 1 Wednesday 9am–1pm, Room j219 | Renée Alleyn, renee.alleyn@sheridancollege.ca
Lab 2 Wednesday 9am–1pm, Room j223 | Julia Grzeskowiak, julia.grzeskowiak@sheridancollege.ca
Lab 3 Wednesday, 2–6pm, Room j219 | Keya Vadgama, keya.vadgama@sheridancollege.ca

1. Special Features
This is a required practicum course for BDes Majors.

2. Topics and Concepts
The processes of creating representational, graphic, and abstract images in the context of graphic design are examined. Different methods of generating and manipulating images are investigated with consideration given to form and content of images as well as to their potential for the communication of ideas.

Topics covered include:
- The elements and principles of two-dimensional design
- Creating meaning with imagery: denotation, connotation, metaphor
- Communicative potential of images
Spatial organization, layout and composition
Approaches to image creation
Communicative aspects of juxtaposition
Techniques and methods of form making and concept development

Suggested Resources:

• Lynda.com—Use your Sheridan username and password to access Lynda.com for software tutorials (go to http://www.sheridancollege.ca > library > databases A–Z > choose L > Lynda.com).

Additional readings may be assigned or recommended during the course.

3. Learning Outcomes

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

• Use images and text to communicate, interpret, and explore ideas.
• Explore developing an individual voice within a formal language in design through the application of the principles, techniques, and methods introduced.
• Analyze the communication effect of different image types.
• Use a shared vocabulary to analyze and help evaluate design solutions both individually and in group situations.
• Work to detailed specifications requiring neatness and accuracy and a high level of craftsmanship.

4. Graded Assessment

The proportional weighting of the coursework is as follows:

30% Project 1: Oppositions
30% Project 2: Rhetoric
30% Project 3: Systems
10% Attendance/Progress/Participation

Projects will be graded using the following criteria:

• breadth and depth of investigation: Applies to research, conceptual development and problem solving.
• effectiveness of communication: Understanding of the project and its parameters, originality, appropriateness of solution, demonstrated control of all visual elements.
• visual quality: Visual interest created, ability to translate ideas into technically refined forms.
• presentation: Neatness, organization and technical ability demonstrated in the construction and assembly of all the components of the physical project.

Projects will be graded at each stage of development outlined in the project brief. A grading sheet will be returned with each project.

Proper academic performance depends on students doing their work not only well, but on time. 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.

Process documentation provides a record of the student’s ability to use the design process and reveals the breadth and depth of exploration involved with each project.

Each student is to present concepts and design solutions in individual, small group and full class critique situations. It is important to attend all classes and engage in all critiques. Assessment of participation and
engagement takes place on these occasions and in-class exercises provide an opportunity to reinforce and test theory immediately.

attendance & lateness:
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. Supporting documentation (e.g., a doctor’s letter) may be required upon request.

missed deadlines or tests:
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. Supporting documentation (e.g., a doctor’s letter) may be required upon request. Further extensions or accommodation will require students to submit a formal petition to the Faculty.

course drop date:
The last day to drop this course without receiving a grade is March 8th. Financial penalties may be involved and will be assessed depending on the precise date the course is dropped.

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 the York grading system see the York University Undergraduate Calendar: http://calendars.registrar.yorku.ca/2015-2016/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: http://calendars.registrar.yorku.ca/2015-2016/faculty_rules/FA/grading.htm

BDes Program grading system

Grade Grade Percent Range Description

Point

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 6 70 – 74% good work Good level of knowledge of concepts and techniques together with considerable skill.

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 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
5. Additional Information

The Senate Academic Standards, Curriculum and Pedagogy (ASCP) provides a Student Information Sheet that includes:

- York’s Academic Honesty Policy and Procedures / Academic Integrity Web site
- Access/Disability
- Ethics Review Process for Research Involving Human Participants
- Religious Observance Accommodation • Student Code of Conduct

https://secretariat.info.yorku.ca/files/CourseInformation-ForStudentsAugust2012-.pdf

additional information | york university

- Academic Accommodation for Students with Disabilities • Alternate Exam and Test Scheduling
- Grading Scheme and Feedback Policy

The Senate Grading Scheme and Feedback Policy stipulates that (a) the grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) be announced, and be available in writing, within the first two weeks of class, and that, (b) under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for ‘full year’ courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade.

- Important University Sessional Dates (you will find classes and exams start/end dates, reading/co-curricular week, add/drop deadlines, holidays, University closings and more.) http://registrar.yorku.ca/enrol/dates/fw18
- Manage my Academic record http://myacademicrecord.students.yorku.ca/
- “20% rule”

No examinations or tests collectively worth more than 20% of the final grade in a course will be given during the final 14 calendar days of classes in a term. The exceptions to the rule are classes which regularly meet Friday evenings or on Saturday and/or Sunday at any time, and courses offered in the compressed summer terms.
- Final course grades may be adjusted to conform to Program or Faculty grades distribution profiles.

Additional Information | Sheridan College

- Accessible Learning Services: Trafalgar Campus, Room B104, 905-845-9430 x8196
  www.sheridancollege.ca/life-at-sheridan/student-services/accessiblelearning-services
- Counselling Services: Trafalgar Campus, Room B104, 905-845-9430 x2557
  www.sheridancollege.ca/life-at-sheridan/student-services/counsellingservices
- Health Services: Trafalgar Campus, Room B129, 905-845-9430 x2550
  www.sheridancollege.ca/life-at-sheridan/student-services/health

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

Moodle @ York University