EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 1004 3.0 SECTION M
DESIGN & COLOUR
FALL 2018 / WINTER 2019

Last Modified Date: 12/17/2018

COURSE CALENDAR DESCRIPTION

Studies colour perception, systems or classification and the nature of light, pigment and colour materials through a series of tactile and computer exercises and projects. The creative use of colour using a variety of materials and processes, and the use of colour in various periods is investigated. Note: For students not in the BDes program, compulsory and voluntary supplemental fees apply.

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INSTRUCTOR(S)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tbody>
<tr>
<td>Leroux, Gary</td>
<td>Sec. M / STDO / W</td>
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SPECIAL FEATURES

York University/Sheridan College Joint Program in Design
Design & Colour FA/YSDN 1004 3.0
Winter Term 2019 Practicum Course 3 credits
Course Director York: Gary Leroux
Lab 01 Friday 8:30 – 12:30, 4034 DB Instructor: Gary Leroux
Office: 4008 TEL Building, York Campus |
Gary Leroux | Email: gleroux@yorku.ca
Lab 02 Friday 8:30 – 12:30, 4031 DB Instructor: L. Fraiman

Colour perception, systems of classification and the nature of light, pigment and colour materials are studied through a series of tactile and computer exercises and projects. The creative use of colour using a variety of materials and processes, and the use of colour in various periods is investigated.

Prerequisite: Basic computer literacy is mandatory for this course.

Course Description
Through an introduction to and exploration of the theoretical and practical issues involved in both traditional and digital media, students become aware of the complexity and interrelatedness of elements of colour - its perceptual, emotional/psychological, physical, technical and aesthetic aspects. Students complete a series of studio projects.
emphasizing the intuitive awareness, creative use, and theoretical application of colour as a formal means of visual communication and expression.

The practical analysis of colour theory includes a historical appreciation of concepts such as the various colour systems in both the additive and subtractive environments. Close attention is paid to the complex, interrelationship between hue, value and saturation.

Learning Outcomes

Skills:
Students will have demonstrated the ability to:
- apply colour theories to assigned exercises and projects
- clearly and concisely communicate concepts related to colour and design
- understand the use of colour for both print and electronic applications
- graphically present exercises and assignments neatly and clearly
- document and organize important information for future retrieval and use
- interact with others effectively to achieve the best results in team work
- manage time in order to meet specific deadlines

Attitudes:
Students will have demonstrated attitudes of:
- commitment to problem-solving, working toward creative solutions
- commitment to personal and learning growth through completion of exercises, in-home study and classroom participation
- responsibility for observing and respecting deadlines

Tools, Materials, Resources
The cost of expendable supplies will vary depending on the materials chosen but typically runs between $100.00 and $150.00 for this course.

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.

Students are expected to bring current versions of the project files to class for in-class work and critique. Always bring to class a pad of visualizing paper, pencils and markers, tape, knives, glue, a backup device or CD, and a steel ruler with pica and imperial scales.

While 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 design and typography 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.

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 89, B+ = 75 to 79, etc.). For a full description of York grading system see the York University Undergraduate Calendar – http://calendars/2014-2015/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/2014-2015/faculty_rules/FA/grading.htm

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

Projects will be graded using the following criteria:
• Breadth and depth of investigation: this applies to research, conceptual development and problem solving.
• Effectiveness of communication: understanding of the problem and its parameters, originality of conception, 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 construction, mounting and assembly of all physical materials used in projects.

These criteria may be expressed in greater detail on the grade slips returned with each project. Grading is noncompetitive within the course/section but based on professional standards as set by the Association of Registered Graphic Designers of Ontario. Except for the last submission, projects will be returned in class.

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 thumbnails, sketches, notes, annotations, linears and research must therefore be submitted to the instructor for review. Please ensure these are bound or stapled and are labeled with your name.

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

This course is intensive and it is imperative that you keep up with the work schedule in this 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 and individual or group presentations of projects in progress form an important part of the course evaluation.

Email critiques will not be available.

Proportional weighting of the course work
Projects and exercises, including process documentation:
(Exercises - 30%, Project 1 - 30%, Project 2 - 30%) 90%

Participation / Engagement / Weekly performance / Attendance: 10%
All courses taken at York, 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

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 on-line on the appropriate date and time.

Lateness Penalty
Assignments received later than the due date and time 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 Deadlines
Students with a documented reason for missing a course project deadline, 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.

Dropping the Course

March 8, 2019 is the last day that a student can withdraw from this course without receiving a grade. Financial penalties may be involved and would be assessed depending on the precise date the course was dropped.

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 information:

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 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 physical, medical, learning and psychiatric 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 with disability services in Counselling and Disability Services as early as possible to ensure that 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:


Ethics Review Process


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 Instructor 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 Instructor 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 on-line, 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 on-line. 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

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.
Recommended Reading


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