Develops a visual vocabulary for the representation of objects and ideas for communication in design applications. Ideas and concepts will be explored and translated into literal, abstract and symbolic form for use in graphic representations, pictograms, symbols and letterforms in order to help communicate with impact. Prerequisites: Design major or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

This drawing course will help students develop a visual vocabulary for the representation of objects and ideas for communication in design applications. Ideas and concepts will be explored and translated into literal, abstract and symbolic form for use in graphic representations, pictograms, symbols and letterforms in order to help communicate with impact. Students will learn to represent concepts, visually through direct observation and experimentation with the elements of form. Topics to be covered include: - The elements of form - Literal, abstract and symbolic form - Semiotics: form, meaning, graphic representation for communication - Figure/ground relationships - Contrast - The role of colour in communication - Letterform design - Graphic representation of ideas and the cultural implications - Reproduction of line art for print and screen applications Learning will be facilitated through lectures, in-class and outside of class exercises, project, discussions and critiques. Pre-requisites: FA/YSDN 1001 3.0 Visual Language and FA/YSDN 1002 3.0 Design and Image and FA/YSDN 1005 3.0 Typography 1 or permission of the Department of Design.

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<th>Name</th>
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<tr>
<td>Leroux, Gary</td>
<td>Sec. M / STDO / W</td>
<td><a href="mailto:garyleroux2020@gmail.com">garyleroux2020@gmail.com</a></td>
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SPECIAL FEATURES

York University/Sheridan College Bachelor of Design Honours Degree Program
Drawing for Design
Practicum Course, FA/YSDN 2012 (3.0) Academic Year: 2018–2019 Winter Term
Course Outline
Course Director: Gary Leroux
Mondays 12:30-16:30 pm, 4031 DB
gleroux@yorku.ca
Office: , Office hours, by appointment
Aala Sharfi
Mondays 12:30-16:30 pm, 4034 DB
Prerequisites
Drawing for Design will help students develop a visual vocabulary for the representation of objects and ideas for communication in graphic design applications. Ideas and concepts will be explored and translated into literal, abstract and symbolic form for use in graphic representations, pictograms, symbols and letterforms in order to help communicate with impact.

The act of “seeing” is often taken for granted in translating three dimensional form to a two dimensional surface. To truly experience positive and negative space, proportions, volume, etc. one must go beyond cursory “looking” and the notation of what one “thinks” might be a representation of a particular object. This requires experiencing and understanding the inherent structure and the placement of the object in space. The process of drawing and redrawing and redrawing again allows for the careful study of a subject and eventually leads to an understanding of its intrinsic qualities and provides the basis by which graphic designers can begin to shape or enhance meaning by manipulating form. Form will be explored through the close study of man-made objects, objects from nature and abstract symbols.

Learning will be facilitated through in-class drawing exercises, take-home projects, discussions and critiques.

The main areas that will be covered in this course are:
• Drawing without form-making
• Perspective: translating 3-D objects to a 2-D surface
• Structure in man-made forms
• Volume/mass, scale, proportion
• Composition, positive/negative form: Translating sketches to compositions
• Structure in natural forms
• Line and expression
• Experimenting with media and materials
• Pictorial and abstract symbols

On completion of this course students will have:
– Gained an understanding of how drawn forms can help to communicate complex ideas
– An understanding of representational, abstract and symbolic form
– Demonstrated the ability to use the elements of form – point, line, shape, volume, texture and colour
– Developed the craft and technical skills required to translate abstract concepts into form
– Learned how to apply a consistent style, systematically
– Demonstrated an understanding of the technical aspects of reproduction of line art for print and screen applications

Computer skills
Expected computer skills: basic Illustrator, basic Photoshop

Books and resources
There is a large range of books on the subject of graphic design and drawing available to you in the library and through Amazon.ca. Here is a selection of books that may be useful for this course:
The cost of expendable supplies will vary depending on the materials chosen but typically runs between $150.- and $250.- for this course. A list of supplies is on the last page of this document.

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.

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

Note: All course work is to be submitted directly to the course instructor during scheduled course hours. Do not submit work to the Administrative Offices.

Proportional weighting of the course work:

- Project 1 20%
- Project 2 20%
- Project 3, 20%
- In-class drawings and exercises 30%
- Participation 10%

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.
- Concept development and refinement – the ability to take the original idea(s) and develop/improve and apply them, linear thinking abilities, critical evaluation of ideas and solutions.
- Technical execution – 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. Except for the last submission, projects will be returned in class.

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, and research must therefore be submitted to the instructor for review and evaluation.

Coming to each class is important. Lectures and briefings need to be heard first-hand. In-class exercises and group work provide an opportunity to reinforce and test theory immediately. And each student must present concepts and design solutions in individual, small group and full class critique situations. Assessment of participation and engagement in the learning process takes place on these occasions. It is essential that students keep up with the weekly work in this class in order to benefit from these learning opportunities.

Note: Students are responsible for bringing the materials required to work in class. Being unprepared will impact the participation grade and more importantly, prevent students from completing exercises.

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: http://www.registrar.yorku.ca/grades/legends/fa.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: http://calendars.registrar.yorku.ca/2013-2014/faculty_rules/FA/grading.htm

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

Information on Grades and Grading Schemes can be viewed at:
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

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.

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 personally to the Course Instructor during the officially scheduled class time. Assignments are to be handed in at the beginning of class on the due date unless otherwise specified. At York, under normal situations, the Design Office will NOT accept drop-off of student work. In the rare case of illness of the instructor on a due date, special arrangements can be made (between the Course Instructor and the Office) with the Office for the submission of student work.

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).
Re-doing Projects
If a student elects to redo a project, an entirely new approach / concept must be developed. Simply refining or correcting the original project is not acceptable.

Missed Classes, Exercises
Students with a documented reason for missing a course project or a test 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.

Attendance and lateness
Regular and punctual attendance is required professional behaviour in industry and therefore in this program. Attendance will be taken, 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 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).
Students will be responsible for all academic, financial penalties and consequences resulting from their non-attendance. In addition, students are responsible for missed course information, lectures, and assignment of exercises and projects. Buddy up with someone who will take notes for you, should you be absent. Should you require a critique, or explanation outside of class time, under normal circumstances, please email the professor for an appointment. There will be no email critiques. Students who miss a class will not be able to make an appointment with the professor for critique or to obtain material given during the missed class.

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 York University and Sheridan College.
Students in need of these services are asked to register with disability services as early as possible to ensure that appropriate academic
accommodation can be provided with advance notice. 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 through Counselling & Disability Services at www.yorku.ca/cds or from 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 Instructor immediately and they can inform you of departmental policy and procedures for ethics approval, should you require it.

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 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 award shows

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.

Supplies

Always bring to class: a variety of pencils, tape, knives, glue stick, a backup device, 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 in-class work and critique.

Materials you will need immediately:

• drawing board, (Curry’s small-sized drawing board, 19.5x19.5 inches or Curry’s piece of masonite, 16x18 inches and bulldog clips.)
• 2 - 2B pencils
• utility knife
• fine sandpaper
• container for pencil shavings
• kneaded eraser
• pencil sharpener
• sandpaper

In the coming weeks:
• glue, tape (masking, removeable, transparent)
• steel ruler
• parchment paper
• white bond paper, letter size
• Pelikan Graphic White Paint
or Winsor & Newton Designers Gouache, Bleedproof White
or Pelikan White Plaka
• Pelikan Gouache, Lamp Black
• 2- #6 round synthetic sable brushes
• 1- #10 round synthetic sable brush
• water container
• palette with at least two reservoirs
• 8-1/2” x 11” bond paper
• variety of pencils - 2B - 6B
• large graphite stick, 6B, if possible
• conte crayon or charcoal or both
• USB stick

I would suggest that you team up with someone for the rest of the supplies:
• variety of brushes
• gouache or tempera paints in a variety of colours
• watercolour paints
• watercolour pencils
• oil or chalk pastels
• wax crayons
• pencil crayons

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