EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 2013 3.0 SECTION S
MATERIALS AND METHODS
FALL 2018 / WINTER 2019

Last Modified Date: 01/14/2019

COURSE CALENDAR DESCRIPTION

Engages students in hands-on experimentation with materials and production techniques to understand the design process as a vehicle for inquiry and innovative problem solving within visual communication. Both hand and digital methods will be explored along with strategies for concept generation. Prerequisite: FA/YSDN 1001 3.00 or permission of the Department of Design. Not open to non-majors. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

The intent of this practicum course is to engage students in hands-on experimentation with materials and production techniques to lead them to a greater understanding of graphic design as a vehicle for inquiry, visual research, and innovative problem solving. Both manual and digital methods are used to explore the potential for hybrid techniques and to foster more intuitive understanding of the computer as a tool for material manipulation. Strategies for generating concepts and creating form that embrace experimentation, collaboration, and chance are introduced to query conventional design practices. The works of artists, designers, and provocateurs who question established norms of visual communication are used to motivate and inspire students to gain a greater awareness of their design process. Materials and Methods is organized as a series of phases or ”translations”. At the beginning of the course, students are given an object or piece of text that acts as a catalyst for a set of operations and material manipulations that are carried out throughout the term. As they progress through each phase, the requirements become less restrictive and the student takes on greater independence in the depth and breadth of their investigations and in setting the parameters for their own experiments. Failures and mistrials from previous phases can be integrated into later operations.

Readings related to form making, conceptualization, and writings by artists and designers are handed out at the beginning of each phase to demonstrate the importance of personal reflection within the design process. At the end of each phase, students are asked to write about their process and identify what they would like to achieve in the next part of the project. Short lectures, discussions of readings, and in-class exercises related to materials and concept generation will compliment the project work. Students will be asked to work during the allotted course time so to alleviati

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

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<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tbody>
<tr>
<td>Ironside, Claire</td>
<td>Sec. S / STDO / W</td>
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SPECIAL FEATURES

FA/YSDN 2013 3.0 Practicum Materials and Methods Winter Term 2019
Sheridan Section S
Course Director: Claire Ironside
Tuesday 9:00 – 13:00, J219
claire.ironside@sheridancollege.ca, J119,
Prerequisites
FA/YSDN 1001 3.0 or permission of the Department of Design.

Course Description
The intent of this practicum course is to engage students in hands-on experimentation with materials, production techniques and concept generation to foster a greater understanding of graphic design as a vehicle for inquiry, visual research, and innovative exploration. Both analogue and digital methods are used to explore the potential for hybrid techniques and to foster more intuitive understanding of design tools and material manipulation. Strategies for generating concepts and creating artifacts that embrace experimentation, collaboration and chance are introduced to investigate various approaches to design practice. The works of artists, designers, and makers are used to motivate and inspire students to gain a greater awareness of their design process.

Throughout the course catalysts are provided as starting progress through each project, students take on greater independence in the depth and breadth of their investigations and in setting the parameters for their own experimentation. Lectures, discussions of readings and videos and in-class exercises related to materials, production and concept generation will compliment the project work.

Content to be covered includes:
Making as thinking
Digital and analog methods of production
Methods for concept generation and experimentation
Materials and craftsmanship
Relationships between design, art and craft
The topics are discussed either in lectures, during critiques or through in-class exercises.

Materials and Methods
This is a general outline only; it may be changed to suit the development of assignments and unforeseen circumstances such as weather cancellations or illness.

Course Structure
This course meets four hours a week for twelve weeks. Class time is used mainly for lectures, hands-on work, discussions and critiques. Projects will be completed at home to meet the deadlines set for each project. There may be some assigned readings and viewings to supplement project work.

Knowledge of the Adobe® suite of software is helpful for this
course along with manual techniques for visual representation such as drawing, collage and other forms of production.

Course Learning Objectives

able to:

1. Approaches to inquiry and experimentation as part of handson visual design research.
2. Understand the synthesis of analog and digital techniques through the choice of materials, tools, and means of content.
3. Demonstrate willingness to push the limits of material exploration and concept development through the generation of multiple iterations and rigorous exploration.
4. Evaluate the evolution of personal design process through methods and concept generation in written, verbal, and visual presentation.
5. Demonstrate skill in manual and digital techniques by producing work at a high level of craftsmanship and with attention to detail.

Schedule

See attached.

Course Texts/Readings


Tanchis, Aldo. Bruno Munari: From futurism to postindustrial


Evaluation

The proportional weighting of the coursework is:

Project 1A: Interrogation 10%
Project 1B: Translation 20%
Project 2 30%
Project 3 30%
Participation/Attendance 10%

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

FRIDAY, MARCH 9, 2018 is the last day that a student can drop this course without receiving a grade. Financial penalties may be involved and could be assessed depending on the precise date that the course was dropped.

Grading, Assignment Submission, Lateness Penalty and Missed Tests

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://www.registrar.yorku.ca/calendars/2012-2013/academic/grades/

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://www.registrar.yorku.ca/calendars/2012-2013/faculty_rules/FA/grading.htm

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 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
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 class on the appropriate date.
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 or Deadlines
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.

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.

Being late twice equals one absence. Lateness of more than thirty minutes equals one absence. If a student is absent from four classes during the term, a grade of “F” will be given for the course. 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.

Additional Information
Proper Use of Facilities
Use of the BDes facilities and equipment is for proper completion of assigned projects only. Privileges may be withheld for improper use. Lateness 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 COURSE INFORMATION FOR STUDENTS
All students are expected to familiarize themselves with the following information:

Academic Honesty & Integrity
YSDN students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty 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
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 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:
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 B103, Trafalgar Campus. 905-845-9430 x2530

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 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 FA/YSDN 2013 3.0 Practicum Materials and Methods Winter Term 2019
this syllabus for an in-class test or examination pose such a three weeks of class. Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., 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 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 and competitions 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 (bbatke@yorku.ca) for reimbursement after you receive the award.
FA/YSDN 2013.3 Practicum Materials & Methods 2019
Course Schedule: Materials
Tuesday 9:00-1:00 PM /J223
January 3/April 3rd, 2019
Class 01 02 03 04 05 06 00 07 08 09 10 11 12
Project 1A:
Interrogation
10%
Project 2:
Intention/
Outcome
30%
Project 3:
Multiples
30%
Jan. 8th
DUE
Term
Ends
Mar.26th April 2nd
IA
Project 1B:
Translation
20%
IB
DUE
DUE
2
3
Many courses utilize Moodle, York University's course website system. If your course is using Moodle, click here to access it.

Moodle @ York University