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

Last Modified Date: 01/03/2019

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.

INSTRUCTOR(S)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
<th>Contact Phone</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 Bachelor of Design Honours Degree Program
Communication Design 2
Optional Practicum Course, FA/YSDN 3004 {3.0) Academic Year: 2018-2019, Winter Term
Gary Leroux
Course Director York
Winter - Monday 08:30 - 12:30, York 4031 DB
gleroux@yorku.ca
K. Kovats
Course Director Sheridan
Winter-Tuesday 9:00-13:00, Sheridan J219
Prerequisites
Communication Design 1 (FA/YSDN 2004 3.0) or permission of the Department of Design.
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 focused 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, and
- respect for intellectual property.

Computer skills

Expected computer skills: In Design basic, Illustrator intermediate, Photoshop intermediate, Acrobat basic.

Acquired computer skills: In Design 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:


De Bono, E. Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas. Toronto: Harper Perennial
These magazines contain work of contemporary designers:
Eye Magazine
Graphis
Idea Magazine
ION (International Design Journal)
Try these web sites to begin investigating creativity:
www.gocreate.com (lots of creativity techniques)
www.mycoted.com/Category:Creativity_Techniques (even more)
www.jpb.com/creative/creative.php (check out the online idea evaluator)
www.visualthesaurus.com/ (This is fun!) 
To assist with your translation:
babelfish.yahoo.com/
www.google.ca/language_tools?hl=en
Tools, materials, resources
The cost of expendable supplies will vary depending on the materials chosen but typically runs between $150.- and $200.- 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, 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 in-class work and critique.
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.

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, Visual identity:
Research report, statement of intent 5%
Posters 25%
Project 2, Application 10%
Project 3, Application 25%
Entire System 25%
Participation and Development 10%

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.
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.
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.

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

D 49 - 46% 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

Dropping the course

Term F

Last date to drop courses without receiving a grade March 8 2019

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).

Academic Policies / 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

Additional Information:

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

The senate Grading 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://www.registrar.yorku.ca/enro I/dates/index.htm

- "20% Rule

No examinations or tests collectively worth more than 20% or the final grade in a course will be given during the final 14 calendar days of classes in a term. The exception 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.

Entering Awards Competitions

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