Builds on principles and methodologies introduced in earlier Information Design courses with a specific focus on visualization through mapping practices, ranging from conceptual approaches to practical applications using print/digital media. Prerequisite: FA/YSDN 2008 3.0 or permission of the Department of Design.

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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</thead>
<tbody>
<tr>
<td>Fraiman, Lyle</td>
<td>Sec. M / STDO / W</td>
<td><a href="mailto:l_fraiman@fraimandesign.com">l_fraiman@fraimandesign.com</a></td>
<td>416 591 1444 Ext. 21</td>
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SPECIAL FEATURES

1
FA/YSDN 3012 Information Design 3 Winter Term 2019
York University / Sheridan College Program in Design
FA/YSDN 3012 Information Design 3 Winter 2019
Information Design 3
York Campus
Course Director: Lyle Fraiman
Monday 12:30 – 16:30, STDO 01
Contact info : yorkbdes@gmail.com
Office hours: by appointment
Course Description
Information design is one of the most important tools of today’s graphic designers. Our daily function in a modern society depends on our ability to process and comprehend a constant stream of complex information. Effective Information Design enriches our lives by enabling us to be better informed about the issues and the environment of the world in which we live.

Today’s designer is required to posses fundamental knowledge and principles of Information Design and data visualization. Some of the question designers may be called to address are:
• How do we interpret intangible sensory information into a comprehensible visual vocabulary?
• How do we interpret most effectively abstract data into an intelligible graphic language?
Information Design 3 prepares you to answer such questions while encouraging you to explore your individual creativity, and develop your personal cognitive skills. You will be encouraged to examine issues of personal interest and identify a communication strategy that will result in an effective Information Design systems for a select target audience.

Two areas of Information Design are explored:

- Spacial Information Systems: such as wayfinding, environmental design, geographic mapping, etc.
- Educational Information System: such as numerical data, user instructions, socioeconomic visualization, etc.

**Content to be covered includes:**

1. Research and analysis practices for Information Design.
2. Application of visual and organizational principles to problem solving and examination of theories and methodologies related to mapping systems.
3. Introduction to cognitive aspects of user experience and the representation of spatial information for environmental orientation.
4. The principles and theories of mapping and contextual design.
5. The process of developing information systems and strategies for proposals and mapping architecture.
6. The process of information design, including:
   - Research, analysis and information organization
   - Setting goals, objectives and designing within constraints
   - Graphic interpretation and visual presentation
   - Evaluation and critical analysis of results

The topics are discussed either in lectures, during critiques or through in-class exercises. Students are expected to do research and analysis as part of the requirements of the course.

The course content is a general outline only; it may change to suit the development of assignments and unforeseen circumstances.

**Course Structure**

Class time is used mainly for lectures, exercises, discussions and critiques. Projects will be completed at home to meet the deadlines set for each project.

Knowledge of Adobe CC software is required for this course. A minimal amount of instruction is available for particular techniques and methods of using the software.

**Course Learning Objectives**

The specific objectives of the course are to:

- Demonstrate knowledge of the basic principles and methods of mapping and visualizing various aspects of physical space and abstract environments.
- Demonstrate knowledge of and design skills in applying principles related to mapping systems and navigation.
- Demonstrate ability to analyze user experience through understanding of abstract issues as well as the built environment.
- Demonstrate abilities in research, analysis and critical thinking in relation to information design.
- Demonstrate skills in presenting research and design work at a professional level.

Note: work with deficient written or spoken English may receive a lower mark if, in the opinion of the instructor, it shows negligence.

**Schedule**

See attached.

**Course Texts/Readings**

Although no specific text is required, the following books are highly recommended as valuable resources. See also specific resources listed in the project brief.

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**Online Resources**

Society of Environmental Graphic Design
www.segd.org
Wayfinding: People, Signs and Architecture
www.paularthur-wayfinding.com

Elizabeth Boling, Indiana University
http://www.indiana.edu/~iirg/ARTICLES/NAVIGATION/wayfinding.html

**Evaluation**

The proportional weighting of the Term Project is:

- P 1: Research and Creative Strategy **20%**
- P 2: Mapping System Proposal **30%**
- P 3: Mapping System Design Solution **40%**
- Attendance/Participation **10%**

Projects will be graded at each stage. A grading sheet will be returned with each project. Projects will be returned in class.

**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 System**

- **A+** 90 –100% rare and exceptional work
- **A** 80 –89% excellent work
- **B+** 75 –79% very good work
- **B** 70 –74% good
- **C+** 65 –69% competent
- **C** 60 –64% adequate
- **D+** 55 –59% less than adequate
- **D** 50 –54% poor
- **E** 31 –49% very poor
- **F** 0 – 30% inadequate
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. Alternative arrangements in extenuating circumstances will should be discussed with the instructor.

Lateness Penalty
No late projects will be accepted. All projects must be presented and handed in on the date specified in the project schedule. If a project is not submitted on time a grade of F will be recorded and a numerical equivalent of 0 will be averaged into the final grade. 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 such as a doctor’s letter.

Missed Deadlines
Students require a documented reason for missing a course project deadline, such as illness, compassionate grounds, etc., which must be supported by documentation (e.g., doctor’s letter) Further request for extensions or accommodation will require students to submit a formal Letter of Accommodation. Authorized late submissions must be made the first week of the semester, during class meetings, or agreed upon time.

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. Lateness of more than thirty minutes equals one absence. Students are responsible for letting faculty know ahead of time if they are going to be late for class, or not attend.

Absent of four classes during the term may result in a grade of “F” for the course. Exceptions must be coordinated with the Course Instructor as specified above.

Students will be responsible for all academic, financial penalties and consequences resulting from their non-attendance.

IMPORTANT COURSE INFORMATION
All students are expected to familiarize themselves with the following information, available on the York University Secretariat Academic Standards, Curriculum and Pedagogy (ASCP) webpage: http://www.yorku.ca/univsec/senate_cte_main_pages/ASCP.htm
(see Reports, Initiatives, and Documents > Course Outlines Documents > Student Information Sheet)

FA/YSDN 3012 Information Design 3 Winter Term 2019
• Academic Honesty Policy and Procedures/Academic Integrity Website
• Access/Disability: course requirement accommodation for students with disabilities, including physical, medical, learning and psychiatric disabilities
• Ethics Review Process for research involving human participants
• Religious Observance Accommodation
• Student Conduct Standards

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 (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 (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).

Access/Disability
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:

- Personal Counselling and Learning Skills Services: N110 BCSS, 416-736-5297
- Mental Health Disability Services: N110 BCSS, 416-736-5297
- Physical, Sensory and Medical Disability Services: N108 Ross, 416-736-5140, TTY: 416-736-5263

Deaf and Hard of Hearing students can also contact dhh@yorku.ca

**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. 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 Director 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 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.

**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

Please note that this information is subject to periodic update. For the most current information, please go to the ASCP webpage (see Reports, Initiatives, Documents > Student Information Sheet): http://www.yorku.ca/secretariat/senate_cte_main_pages/ccas.htm

**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.

**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](http://www.yorku.ca/univsec/policies/document.php?document=82)

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**Course Schedule**

Mondays – York U: Section M 12:30 - 16:30, STDO 01

READING WEEK Feb. 16 - 22, 2019

Jan. 7

Feb 11

Apr. 1

**WEEK 01 02 03 04 05 06 07 08 09 10 11 12**

DUE

**P1 – 20%:**

Research

DUE

**P2 – 30%:**

Mapping Proposal &

Creative Strategy

DUE

**P3 – 40%:**

Mapping System Design Solution

Mar 9: 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.

**Notable dates:** Family Day – University closed. Monday, Feb. 18

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

Moodle @ York University