EXPANDED COURSE DESCRIPTION

YORK/SHERIDAN DESIGN

School of the Arts, Media, Performance and Design
Design Department

FA / YSDN 3013 3.0 SECTION M
TIME-BASED COMMUNICATION 2
FALL 2018 / WINTER 2019

Last Modified Date: 01/14/2019

COURSE CALENDAR DESCRIPTION

Extends the curriculum of Time Based Communication. It enables students to acquire in-depth knowledge and understanding of the visual grammar and language syntax of time based communications. Through the analysis and construction of meaningful messages and the development of communication strategies, students develop projects through the application of design process. Prerequisite: FA/YSDN 3009 3.00 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

Extends the curriculum of Time Based Communication 1. It enables students to acquire in-depth knowledge and understanding of the visual grammar and language syntax of time based communications. Through the analysis and construction of meaningful messages and the development of communication strategies, students develop projects through the application of design process. Pre-requisite: FA/YSDN 3009 3.00 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

INSTRUCTOR(S)

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<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<td>Gelb, David H</td>
<td>Sec. M / STDO / W</td>
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SPECIAL FEATURES

Course description
Extends the curriculum of Time-based Communication. It enables students to acquire in-depth knowledge and understanding of the visual grammar and language syntax of time based communications. Through the analysis and construction of meaningful messages and the development of communication strategies, students develop projects through the application of design process.

Expanded course description
This course builds upon the conceptual and formal aspects learned in Time-based Communication 3009. A curricular structure is provided for students to advance their own understanding of the creative, visual and formal aspects of time based communication from contextual, theoretical and technical points of view.

Students will deepen their knowledge of time and motion in visual media across varied platforms. Narrative and experimental approaches to moving image production will be explored, along with an investigation into how these fit within contemporary design contexts. Students will learn through exercises and projects, both group and individual.

Course Learning Objectives
Upon completion of this course, each student should be able to:

Investigate and develop visual grammar and creative strategies for time-based communications;
Explore and experiment with new techniques and materials to generate working methods appropriate for time-based communications;
Acquire and expand a practice-based knowledge of design processes for time-based communication projects;
Enhance technical skills using industry standard software and hardware;
Undertake independent creative and technical learning and research;
Critically review and create work that demonstrates an understanding of issues informing contemporary visual culture;
Create and cultivate a collaborative and positive team work environment;
Integrate and extend principles and practices across the design field.

Resources
There is no required textbook for the course. Instead instructors will refer to various texts and resources (online and print) as needed throughout the course.

Bibliography

Other Resources
Visual material and case studies in print and video format are available in the Scott Library and on the web, or owned personally by the instructors. The instructor will add to this list through web links and other references as determined by the class activities.

Evaluation
This course will consist of a combination of lectures, creative research projects, in-class exercises and hands-on tutorials. Emphasis will be placed on the exploration of the contextual meanings of time-based design, visual syntax, design process, technical experimentation and documentation.

York University / Sheridan College Honours Bachelor of Design Program
FA/YSDN 3013 3.0 Time Based Communication II
Academic Year 2018/19, Winter Term Section M: Friday 12:30 - 16:30, DB 4034 David Gelb, dgelb@yorku.ca Office hours by appointment

Evaluation Criteria
Process and Exploration Originality, appropriateness and the ability to articulate design intentions throughout the process; Creative and conceptual exploration as evident in the working process; Demonstrated capacity to experiment with the format of the project; Ability to critical assess one’s own work to advance concepts and develop original outcomes; Solicitation and integration of feedback throughout the design process; Meeting project deadlines on a consistent basis.
**Graphic Communication** Generation of visual materials to effectively support the communication of ideas; Application of visual methods to address the formal and conceptual concerns of video structure and narrative; Visual refinement through a continual process of experimentation, reflection and iteration to achieve rigorous visual outcomes.

**Design Presentation** Material and in-person presentation of work to make concepts and information clear, both orally and visually; Achievement of technical proficiency as demonstrated through the organization and assembly of project materials with attention to important details (e.g. image output, video formatting, audio design, written analysis); Active participation in studio critiques by presenting own work and offering feedback for peers.

**Evaluation Breakdown**

- Exercises 25%
- Project 1 25%
- Project 2 30%
- Documentation 10%
- Participation, preparation, attendance 10%

Course grades and continuing success in the course will be significantly affected by frequent lateness and absence; coming to class unprepared to participate in the critique and presentation of studio work; late submission of projects.

The use of stock imagery is discouraged in this class. Students are strongly recommended to create their own visuals (e.g. photography, video, drawing) or to creatively invent the imagery. In doing so, students will have creative control and be able to claim authorship. This also applies to using audio. If in doubt, discuss with your instructor.

**Procedures for submitting work**

All work is to be turned in personally to the course instructor during the officially scheduled class time. Assignments must be handed in at the beginning of class on the due date unless otherwise specified to take advantage of class discussion and final critiques. 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 Director and the Office) with the Office for the submission of student work. Assignments received later than the due date will be penalized 10% per day that the assignment is late. Exceptions to the late project penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the course instructor but will require documentation (e.g., a doctor’s letter)

**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 90, B+ = 75 to 79, etc.) (For a full description of York grading system see the York University Undergraduate Calendar - [http://calendars.students.yorku.ca/2017-2018/design](http://calendars.students.yorku.ca/2017-2018/design)

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 AMPD section of the Undergraduate Calendar: [http://calendars.students.yorku.ca/2017-2018/design](http://calendars.students.yorku.ca/2017-2018/design)

**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 and techniques in satisfying the requirements of an assignment or 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 and 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
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: https://registrar.yorku.ca/grades/legends/fa
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

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.

Last Date to Drop Course
March 8, 2019 is the last day that a student can DROP this course without receiving a grade.

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 as outlined in the individual project description.

Lateeness 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).

Presentations and In Class Exercises
Students are expected to be in attendance and participate in all in class presentations and exercises. If missing with a documented reason, such as illness, compassionate grounds, etc., which is confirmed by supporting documentation (e.g., doctor’s letter) may request accommodation from the instructor. Further extensions or accommodation will require students to submit a formal petition to the Faculty.

Attendance and Lateness
Regular and punctual attendance is a requirement of the design profession 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.

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 (http://www.yorku.ca/univsec/policies/document.php?document=69). Students are expected to review the materials on the York 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 Counselling & 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 at www.yorku.ca/cds or by contacting the offices of the disability service providers:


**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 or online at http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf

**Student Responsibilities**
It is the responsibility of the student to always back-up/save/archive digital work—the hard drives on the computers will be deleted of all student files on a regular basis read and understand the University Policy on proper use of computing facilities (Check yorku.ca and Notice Boards in and around the Design studios).

It is important to inform the instructor, in a timely fashion, of any problems that may interfere with the student’s progress in the course.

**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 CCAS webpage (see Reports, Initiatives, Documents): http://www.yorku.ca/secretariat/senate_cte_main_pages/ucas.htm

**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 $30 (CAD) per piece entered.

To take advantage of this, students must enter the competition, pay entry fees and postage and arrange for delivery. Also provide written proof that they have received an award/prize. Students must submit the original receipts for the entry fee in CAN$ (If the entry fee was paid in another currency, we require a receipt indicating the exact amount you paid in CAN$). Students are responsible for any other fees that may be associated with the prize. Please contact Barb Batke (bbatke@yorku.ca) for reimbursement after receipt of the award.

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

Moodle @ York University