EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 3013 3.0 SECTION S
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.

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Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

<table>
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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<td>Williams, Alex</td>
<td>Sec. S / STDO / W</td>
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SPECIAL FEATURES

Time-based Communication II
FA/YSDN 3013 (3.00)
Winter 2019
1 Special Features
Prerequisite: FA/YSDN 3009 3.0 or permission of the Department of Design.
2 Topics and Concepts
COURSE DESCRIPTION
Extends the curriculum of Time-based Communication I by enabling 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 TEXT | READINGS
There is no required textbook for this course. Instead instructors will refer and assign various texts (online and print) as needed throughout the course.

RECOMMENDED READINGS

Section M York
COURSE DIRECTOR David Gelb
dgelb@yorku.ca
Friday | 12:30-16:30 | 4034 DB
Office hours by appointment

Section S Sheridan
COURSE DIRECTOR Alex Williams
awcine@yorku.ca
Friday | 13:30-17:30 | J219
Office hours by appointment


OTHER RESOURCES
Supplementary course materials and case studies in print and/or digital format are available in the Scott Library at York, Sheridan Library, owned personally by the instructor or online (e.g. Safari Books and complete access to LinkedIn Learning courses are accessible through your Sheridan Library account).
The instructor will list these resources as determined by the class activities.

PROPER USE OF FACILITIES
Use of the YSDN 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 are not acceptable reasons for missed deadlines. Students under suspension of privileges must find alternative means to complete projects.

3 Learning Outcomes with Examples
The purpose of this course is to assist students in developing a critical understanding and application of time-based communication skills, knowledge and practices.

The specific objectives of this course are that students will be able to:

The purpose of this course is to facilitate the student’s investigation of the visual grammar and creative strategies in time-based communication and motion design.

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 teamwork environment
• Integrate and extend principles and practices across the design field

4 Graded Assessment
The final grade for the course will be based on the following items weighted as indicated:

Exercises 30%
Project 1 25%
Project 2 25%
Documentation 10%
Attendance and Participation 10%

Projects and exercises will be graded at each stage of development as outlined in the briefs. A grading sheet will be returned with each project.

Last date to drop a Winter term (W) course without receiving a grade Friday, March 8, 2019.

When grading individual projects and assignments, you will be graded on the following four distinct aspects of the work:

1. Concept and Ideas – their originality and relevance to the problem. Lateral Thinking abilities, analysis of project requirements, understanding of the problem and its parameters, goals and objectives.
2. Refinement of the Concept – the ability to take the original idea(s) and further develop/improve and apply them. Vertical Thinking abilities, critical evaluation of ideas and solutions.
3. Skills – translation of ideas to visually & technically refined forms, demonstrated throughout the design process from early sketches to the finished state.
4. Presentation – the ability to communicate (visually, verbally and in written form) the systematic and logical direction your synthesis of the problem-solving process has taken.

Appropriateness of the final visual resolution of the project or exercise.

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.

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
All courses taken at York and Sheridan, including failures, are included in grade point average calculations. To calculate your Grade Point Average 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 or submitted online on the appropriate date.

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.
Assignments received later than the due date will be
penalized 10% per business day that the assignment is late.
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 Director. Further
extensions or accommodation will require students to submit a
formal petition to the Faculty.
Regular and punctual attendance is required 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.

STUDENTS RESPONSIBILITIES
1. Always back-up/save/archive digital work on at least two
different mediums (e.g. a cloud service and a flash drive). Computer
hard drives in the labs will be erased of all student files on a
regular basis.
2. Inform the course instructor, in a timely fashion, of any problems
that may interfere with the students’ progress in the class.
3. Read and understand university policies and important course
information (see next section).
5 Additional Information

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
http://secretariat.info.yorku.ca/files/CourseInformationForStudent
sAugust2012-.pdf

ADDITIONAL INFORMATION / YORK UNIVERSITY
• Academic Accommodation for Students with Disabilities
• Alternate Exam and Test Scheduling
• Grading Scheme and Feedback Policy
The Senate Grading Scheme 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://registrar.yorku.ca/enrol/dates/fw18
• “20% rule”
No examinations or tests collectively worth more than 20% of the final grade in a course will be given during the final 14 calendar days of classes in a term. The exceptions 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.

ADDITIONAL INFORMATION / SHERIDAN COLLEGE
• Accessible Learning Services: Trafalgar Campus, Room B104, 905-845-9430 x8196
www.sheridancollege.ca/life-at-sheridan/studentservices/accessiblelearning-services
• Counselling Services: Trafalgar Campus, Room B104, 905-845-9430 x2557
www.sheridancollege.ca/life-at-sheridan/studentservices/counselling-services
• Health Services: Trafalgar Campus, Room B129, 905-845-9430 x2550 www.sheridancollege.ca/life-at-sheridan/studentservices/health

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