COURSE CALENDAR DESCRIPTION

Explores the relationships between graphic design and art in the 20th century, with particular attention to the associations between pictorial Modernism and the use of image and text in graphic design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

This course delineates some of the links between graphic design and art history throughout the 20th century, and thereby enables students to develop an awareness of the associations between art history and design history. Also, this course offers students who have taken the History of Design survey course the opportunity to become more aware of the particular history of graphic design, especially in the context of pictorial Modernism. Particular topics include: The impact of Japanese printmaking and the Vienna Secessionists on Art Nouveau graphics, the relationship between Futurism and the deconstruction of the textual page; the development of abstract graphics through Suprematism and Constructivism, Surrealism and the Modernist poster; Purism, De Stijl, and the rational image; Pop art and graphic design in Britain and America; Postmodernism on the magazine page: image, text, and interpretation. Prerequisite: FA/YSDN 2102 6.0 or permission of the Department of Design. Note: For students not in the BDes 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>
</tr>
</thead>
<tbody>
<tr>
<td>Gill, Robert Maxwell</td>
<td>Sec. M / LECT / W</td>
<td><a href="mailto:robmgill@yorku.ca">robmgill@yorku.ca</a></td>
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SPECIAL FEATURES

COURSE OUTLINE
YSDN 3106 A 3.0 Winter 2019
IMAGE AND INFLUENCE
January 9th 2019 – April 3rd 2019
Department of Design
SAMPD, York University
COURSE DIRECTOR:
Robert Gill PhD
OFFICE LOCATION and HOURS:
In class after 11:30 or by appointment. Contact me at robmgill@yorku.ca
LECTURE TIME AND LOCATION:
Wednesdays 08:30 - 11:30 in ACW 204
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COURSE LOGIC
This Winter, participants in this course will create a visual communication
strategy, research process and project proposal for self-branding portrait/ure. We will do a design audit of your design portfolio in order to build a critical selfportrait that reflects on and questions the social and cultural contexts of your emerging design practice. We will build this portrait/ure in coverstation with research into what Stuart Hall calls ‘the politics of the image’. This will include a consideration of cultural memory and how to work with images as signifiers of cultural memory.

As a scholarly, design studies context for this project, we will first explore design’s productive and mediating relationship to the formation and practice of designerly subjectivity. Later in the course we will look at what we might call the ‘cultural logic of mashup’ and the increasing complexity of our visual environments, particularly for our sense of emergent identity and selfhood. More detail about the logic of the course will be found in the Inquiry Journal and Artefact handouts posted to Moodle. The handouts are extensions of this Course Outline. You are required to read them and consider them carefully in order to successfully complete the assignments and participate fully in the course. This includes asking questions during class time.

COURSE READINGS, COURSE WORK, GRADING AND DATES
All reading materials for this course can be found in a reading kit available in the York Bookstore. These readings are necessary for successful completion of this course. Inquiry journals and the final designed artefact will give you the opportunity to demonstrate your engagement with, knowledge, understanding and creative application of the readings and lectures and the keywords, theories and methods they address. My lectures will address these readings, but they won’t serve as substitutes for reading which is entirely your responsibility: my lectures will assume that you’ve read the materials ahead of the lecture in question.

Event Date Value
Last date to add a course without permission of instructor
Jan 16
Inquiry Journal iteration 1: includes all materials to date
DUE Feb 6 30%
Last date to add a course with permission of instructor
Jan 30
Inquiry Journal iteration 2: includes all materials to date
DUE March 13 30%
Last date to drop a course Mar 8
Final portrait/ure artefact DUE April 10 30%
Attendance ONGOING 10%
A+ 9 90-100 Exceptional
A 8 80-89 Excellent
B+ 7 75-79 Very Good
B 6 70-74 Good
C+ 5 65-69 Competent
C 4 60-64 Fairly Competent
D+ 3 55-59 Passing
D 2 50-54 Barely Passing
E 1 below 50 Marginally Failing
F 0 below 40 Failing

Procedures, Rules, (N)etiquette

The fine print:

1) Inquiry Journals must be uploaded to turnitin via moodle (turnitin checks your document for plagiarized materials and it is your responsibility to review the originality report after you’ve uploaded it. If you have concerns it is your responsibility to discuss them with me immediately). Assignments receiving a report of over 15% copied material must be re-done and re-submitted. Discuss this with me if you are in this position. You are required to use the following digital file labeling convention when saving and uploading the Inquiry Journals: LASTNAME_firstname_ystdn3106_w19_IJ1. Hard copies of assignments, threepunch and placed in a paper threep-hole binder, must be submitted directly to the Course Director at the beginning of the class. Early or late assignments can be dropped in the appropriate drop-box on the 4th floor of the Dahdaleh Building. Assignments not submitted to moodle will not be marked. Assignments not using the correct file label or the IJ template, which we’ll discuss and workshop extensively in class, will not be marked. Course work submitted late to moodle i.e. after 08:30 of the due date will be penalized at a rate of 4 points for the first day and 1 point per school day thereafter. Let’s look at an example: assuming A) the assignment in question is worth n/20 and B) you submit 7 days late to moodle and C) you get an 14/20 on the assignment then D) your final grade for that assignment will be 6/20. ONLY the following exceptions apply: 1. Illness or medical emergency (requires an original and signed note from your physician); 2. Family tragedy (official documentation as above is required); 3. Documentation from the L.D.P. (Learning Disabilities Program) received at the beginning of the term. As kindly as possible, I want you to know that, after that, I cannot accept mental health related excuses for late work because, over time, this has become a bigger and bigger work-load related issue for me. I very deeply empathize with the many anxiety-related issues that we all face balancing life, work and time but I simply cannot organize your schedule for you or absorb responsibility for keeping track of your work. Again, fair warning, please. Any course work submitted late MUST have copies of relevant documentation attached or the
above late deductions will be automatically applied.

2) More generally, please be aware of all rules and regulations concerning student conduct as presented at the www.yorku.ca website. Failure to understand these rules will not be a valid excuse if misunderstandings or problems arise. If you are in any doubt about these rules, please discuss this in class or with the Course Director after class. In addition, students must conduct themselves professionally in accordance with the following rules around class etiquette.

3) I ask that students very kindly keep excessive interpersonal conversation to a minimum during lectures. After many years of teaching I have found that if a student falls into a pattern of talking to their neighbor during lectures it may be a cause of misunderstanding. Again, I ask here that you very kindly hold extended conversation with your neighbor at the break. I will address any issues arising from this -- or with concerns that you may have -- immediately and directly in class. Let’s have a very open discussion about this at the outset.

4) Listen to the course director and students’ comments and questions while in lectures. Your job while attending this 3rd-year lecture-based design studies class is, primarily, to come prepared with questions about content and assignments and to actively take notes on the lectures which are integral to your Inquiry Journals and to your grades. Classes are also where we’ll workshop assignments and discuss how to complete them. It is your responsibility to share any concerns you have about the course in class. I will make room for more informal discussions as well.

5) Again, class time is the time to ask questions about course content and assignments so please come prepared to do so. Please refrain from emailing such questions. Email is for notifying me about concerns that you think need to be documented; I may well wait till class time to address any larger concerns your email raises.

6) Kindly use cellphones with discretion: I would very humbly suggest that texting while in class is a waste of your time; at minimum, do not let it interfere with the peaceful and successful unfolding of our class.

7) Kindly show up on time and remain in the lecture room until the end of class including all presentations, screenings, etc.

8) I ask that you view all screened materials attentively. Some of the screenings featured in the class will no doubt contain controversial material: this may include representations of violence, ‘race’, racism, gender and sexuality (homo-, hetero- and otherwise). I will try and give you the heads up on the content of the films we watch in class but please take this as fair warning. If you predict that you will find any these topics problematic, you may choose to absent yourself during the screenings but discuss this with me first. This is a university course and one of our collective goals will be to generate course-relevant
discussion that is respectful of all kinds of difference and of a diversity of voices and perspectives.

9) Participate in classes in a manner that is respectful to other members of the class and to the course director alike. I promise that I will address problems with conduct very directly in class as required.

10) If you have any concerns speak to me after class or during office hours: you will find that I don’t bite.

LECTURE SCHEDULE

Any video screened in class is also available here:
http://museotopia.space/#/new-page/

<table>
<thead>
<tr>
<th>Session Date</th>
<th>Readings</th>
<th>Screenings</th>
<th>Assignments + Due</th>
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<tbody>
<tr>
<td>01 Jan 9th</td>
<td>Review course outline + logic</td>
<td>Keep track of frequent screenings in your journal</td>
<td>Setting up Inquiry Journal template: ask questions</td>
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<tr>
<td>02 Jan 16th</td>
<td>Hall Setting up Inquiry Journal template: ask questions</td>
<td>03 Jan 23rd Hall on Foucault 1 Setting up Inquiry Journal template</td>
<td>04 Jan 30th Hall on Foucault 2 + Clarke Inquiry Journal due in 1 week: ask questions now!!</td>
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<tr>
<td>05 Feb 6th</td>
<td>+ Clarke IJ 1 due on moodle and in class</td>
<td>06 Feb 13th Kuhn</td>
<td>07 Feb 27th Steyerl IJ1 returned with extensive discussion in class. You will also make an appointment</td>
</tr>
</tbody>
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to discuss outcomes
and possibilities.
08 Mar 6th Augaitis
09 Mar 13th Meyer IJ 2 due on moodle
and in class
10 Mar 20th Savage
11 Mar 27th
12 Apr 3rd Artefact due …
8

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