EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 3111 3.0 SECTION M
DESIGN PLACEMENT
FALL 2018 / WINTER 2019

Last Modified Date: 01/15/2019

COURSE CALENDAR DESCRIPTION

Lectures introduce students to current design business practices, legal requirements and ethics. Full-time participation is required for three weeks in an approved professional design environment. Required course for Design Major. Prerequisite: Third-year standing in the BDes Program. 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>Hobart, Elizabeth</td>
<td>Sec. M / BLEN / W</td>
<td><a href="mailto:zab@yorku.ca">zab@yorku.ca</a></td>
<td>416 203 0111</td>
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SPECIAL FEATURES

1. **Design Placement**
   FA/YSDN 3111 (3.0)
   Winter 2019

1. **Special Features**
   This is a required course for the ysdn BDes (Hons) degree. This blended course provides guidance and preparation for an immersion experience in the workplace. The course is designed to expose students to the many career options available to them, and to help prepare students to launch their careers in order to make a meaningful contribution to their profession.

2. **Topics and Concepts**
   The course is delivered through a combination of lectures and e-learning sessions, guest presentations, group work and other online collaborative activities. The course explores a strategic process for applying to design placement opportunities; professional practice issues; and more general challenges and opportunities for graphic designers in the context of contemporary business practices and the ever expanding field of graphic design and visual communication.

   Themes include exploring design practices and the field of design, professional conduct, professional communication, presenting your work online and in person, legal and copyright issues.

   Students have the opportunity to develop their oral ad written business communication skills, and to practice their research and collaboration skills in group activities. The course culminates in a three-week, full-time design placement (minimum requirement) in a professional work environment.

   Weekly lectures will comprise of a series of guest speakers, alumni from the ysdn program who are at various stages in their careers, and who have each taken different paths to get where they are today.
3 Learning Outcomes

Successful students will have demonstrated their abilities in:

1. Oral and written business communication skills (letter writing, portfolio presentation, research methods and interviewing skills)
2. Critical thinking skills – ability to articulate the value of graphic design services in the current business and social environment
3. Leadership, teamwork and collaborative research skills
4. Knowledge of project management issues and design studio best practices
5. Awareness of how to engage clients and to manage their expectations
6. Guidelines for business arrangements, legal and copyright issues
7. Appreciation of the benefits of professional accreditation

course director
Zab Hobart zab@yorku.ca

Section M Wednesday 12:30–2:30pm | York ACW004 2

4 Graded Assessment

The grading for the course breaks down as follows

20% project 1 Resumé and business writing
35% project 2 Online Portfolio
35% project 3 Design placement report (post-placement)
10% Participation and development

All students are expected to complete the course work by the specified due date, and have made arrangements for their placement by March 28. All work must be complete and ready for presentation/submission at the beginning of the class in which it is due. Work will be submitted on line will be made available at the beginning of class on the date it is due. Work not submitted at the beginning of class will be counted as late.

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, including failures are included in the grade point average calculations. To calculate your grade point average please visit: http:// www.yorku.ca/ finearts/sas/gpa.htm3
5 Additional Information

Dropping the Course
The last date to drop the course without receiving a grade is March 8 2019.

Academic Policies / Information
The Senate Academic Standards, Curriculum and Pedagogy Committee (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/CourseInformationForStudentsAugust20121. pdf

Academic 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://www.registrar.yorku.ca/enrol/dates/index.htm
• Manage my Academic record http://myacademicrecord.students.yorku.ca/
• “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, B104, (905) 845-9430, ext. 8196
www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services
• Counselling Services, Trafalgar campus, B104, (905) 845-9430, ext. 2557 www.sheridancollege.ca/life-at-sheridan/student-services/counselling-services
• Health Services, Trafalgar campus, B129, (905) 845-9430, ext. 2550 www.sheridancollege.ca/life-at-sheridan/student-services/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