EXPANDED COURSE DESCRIPTION

DESIGN

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

FA / DESN 1111 3.0 SECTION A
DESIGN OF THE 20TH CENTURY
FALL 2019 / WINTER 2020

Last Modified Date: 02/13/2020

COURSE CALENDAR DESCRIPTION

Equips students with the contextual analytical skills required to evaluate a range of key icons and art movements of twentieth century design across the world. Students gain a better understanding of the historical, social, political, cultural, economic, philosophical and aesthetic conditions in the development of design as a creative, cultural and professional practice in this period. Required course for BDes majors. Uses a variety of texts to examine a range of key icons of twentieth century global design and introduces students to contextual analysis theory, which they can use to assess the texts and further their understanding of the social, cultural, political, economic, philosophical and aesthetic conditions in the development of design as a creative and professional practice. Through lectures, video screenings, case studies and artifact investigations, students identify, plan and develop their research inquiries based on selected design objects that are introduced in the course. Students need to be prepared to work independently and proactively to complete the course requirements, which include different writing assignments and the creation of a blog. The aim of the course is to encourage students to reflect upon the roles of design in light of cultural sensitivities, messages, societal change as well as global political and economic indicators. The experience provides students with the contextual analytical tools to situate the design artifacts discussed in the course within the milieu of the twentieth century, and to assess the intended and actual roles of designers and their responses to aesthetic conditions and design philosophies. Students are also encouraged to develop their descriptive and rhetorical language skills. Participants are exposed to design history for inspiration, design styles, production and consumption, and to explore the relevance of this history to the present.

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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<tbody>
<tr>
<td>Wong, Wendy Siuyi</td>
<td>Sec. A / LECT / F</td>
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SPECIAL FEATURES

1. Design Studies / Required course for BDes majors
FA/DESN 1111 (3.0) | Design of the 20th Century: Icons, Movement & Context
Section A @ ACE002 | Course Director: Wendy S Wong, PhD
Email: wsywong@yorku.ca
Course website: https://moodle.yorku.ca/moodle/course/
Fall 2019 | Thursdays 8:30 am –11:30 pm, ACE 002

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TOPICS AND CONCEPTS

A range of topics and concepts covered will include:

- Modernism/post-modernism/contemporary design
- Design typologies
- Design heroes
• Innovation in design
• Internationalism/cultural pluralism
• Design, ideas and cultural production
• Design as political and social action
• Design, technology and change
• Theories and principles of design
• Evolution of design as a professional practice
• Popular culture/high culture

LEARNING OUTCOMES
Upon successful completion of this course, students will have demonstrated their abilities to:
• Demonstrate foundation knowledge and understanding of the history of 20th century design, through peer
discussion and learning activities in both lecture and online environment
• Articulate key design concepts and themes within a range of discursive contexts
• Independently explore and investigate design history and culture, using a range of research options
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• Attain generic skills, such as problem solving, communications, ability to tackle unfamiliar problems,
analytical and critical thinking skills
• Utilize experience and skills developed in peer-based and self-initiated learning

GRADED ASSESSMENT
Demonstration of learning
The process of learning is cumulative: a project is not just “learned” when completed overnight. Instructor is
aware of
a student’s learning development during the semester via the quality and amount of work presented each week for
critique. Assignments provide an opportunity for students to reinforce and immediately test concepts. And
while
documentation is requested at the end of each topic and does provide a record of student breadth and depth of
exploration, progress is also measured by weekly student engagement: answering questions with eloquence
and
insight, the asking of questions in class/Moodle, and engagement with one’s peers about 20th design history.
It is
essential that students attend all classes and engage in all critiques.

Evaluation
The final grade for the course will be based on the following items weighted as indicated:
1) Topics and concepts: Discussions and short answers with visual surveys: 30%
2) Movement: Group project: 20%
3) Icons: Context analysis assignments & screencast presentation: 50%

Groupwork guidelines
This course involves working collaboratively online in group discourse and discussion via video
conferencing app
(i.e.: Zoom) and shared folder in cloud drive (i.e.: Google Drive).

Assessment Results
Regular review will be held throughout the course. Students are expected to participate in class and Moodle
activities
and present project work in order to receive progressive feedback on an ongoing basis. Students must retain all
assessed material that contributes to the final result up until such time as the final results are published.

Due dates and late projects
All projects and exercises must be turned in on the date specified in the project brief. Late projects are subject to a –
10% penalty per business day late. All assignments and projects are due at the beginning of class. Students cannot be printing and assembling their work at the beginning of the class or during breaks.

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. 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 day to drop the course
Fall Term drop date is November 8, 2019. It is a requirement that graded feedback on work representing at least 15% of the final grade for the course be completed and known by the student prior to the drop date.

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 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
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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 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 grade point average calculations. To calculate your Grade Point Average please visit www.yorku.ca/finearts/sas/gpa.htm

Final course grades may be adjusted to conform to Program or Faculty grades distribution profiles.

IMPORTANT COURSE INFORMATION FOR STUDENTS

All students are expected to familiarize themselves with the following information:

Proper Use of Facilities

Use of the BDes 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 is not an acceptable reason for missed deadlines. Students under suspension of privileges must find alternative means to complete projects.

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

Additional information:

- 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/cocurricular 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/

Reading recommendations

There will be additional readings supplied electronically throughout the semester in Moodle and York Library online
resources, such as the Bloomsbury Design Library, A Dictionary of Modern Design, Artstor Digital Library, bibliography guides, and Kanopy video streaming.
To get the full access to the above resources, you must connect to the York secure remote access off campus (VPN: Pulse Secure) or AirYorkPlus on campus.
Toronto: Key Porter Books.

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