EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 3004 3.0 SECTION G
COMMUNICATION DESIGN 2
FALL 2019 / WINTER 2020

Last Modified Date: 09/16/2019

COURSE CALENDAR DESCRIPTION
Continues investigation into two-dimensional, print-oriented design problems. Various communication and
learning theories are integrated into the design process assisting students to develop a multi-disciplined
approach to design. Prerequisite: FA/YSDN 2004 3.00 or permission of the Department of Design. Note: For
students not in the BDes program, compulsory and voluntary supplementary fees apply.
A continued investigation into two dimensional print-oriented design problems. Various communication and
learning theories are integrated into the design process assisting students to develop a multi-disciplined
approach to design. Prerequisite: FA/YSDN 2004 3.0 or permission of the Department of Design. Note: For
students not in the B Des. program, compulsory and voluntary supplementary fees apply.

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

<table>
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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
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<tr>
<td>Kovats, Katalin</td>
<td>Sec. G / STDO / F</td>
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SPECIAL FEATURES

1
Section A York University
Monday | db 4031
8:30–12:30pm
course director
E.A. (Zab) Hobart
zab@yorku.ca
Section G Sheridan
Tuesday | J218
9 am to 1 pm
course director
Katalin Kovats
katalin.kovats@sympatico.ca
Communication
Design 2
FA/YSDN 3004 (3.0)
Fall 2019
1 Special Features
Communication Design 1 (fa/ysdn 2004 3.0) or permission of the Department of Design.

2 Topics and Concepts
Communication Design 2 is a continued investigation into two-dimensional, print-oriented design problems. Various communication and learning theories are integrated into the design process assisting students to develop a multi-disciplined approach to design.

The challenge of designing a coherent system of interrelated pieces will require developing a visual theme and applying it over several communications vehicles. Learning will be facilitated through lectures, in-class exercises, project, discussions and critiques.

The main areas that will be covered in this course are:
- systems design in print-oriented communications
- planning and prioritizing a complex project
- research, evaluation and synthesis of information
- concept development with an emphasis on lateral thinking
- practicing designing for a specific target audience
- utilizing different modes of representation to develop multiple concepts
- developing a visual theme and variations
- setting up visual order between graphic elements and typography
- designing with bilingual text
- legibility of typography and images at different scales
- verbal and visual presentation skills
- communicating printing specifications
- constraints and opportunities in print-oriented design including printing processes, process and match colour inks, paper
- production of digital files

3 Learning Outcomes
Successful students will have demonstrated their abilities to:
- understand and apply the design process in the development of multipart design solutions
- do focussed research and synthesize findings
- achieve both breadth and depth in concept development by employing lateral and linear thinking
- visualize concepts with clarity and economy

2
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- create meaningful relationships between words and images
- organize and visually present their conceptual process, design exploration and design refinements
- deal with the complexity of the project: organizing and
prioritizing research, information and work flow

• present work in a professional manner, both visually and verbally.
Successful students will have demonstrated attitudes of:

• professional work ethics
• willingness to engage in class activities and critiques
• commitment to schedules and due dates
• respect for intellectual property.

expected computer skills: InDesign basic, Illustrator intermediate,
Photoshop intermediate, Acrobat basic

acquired computer skills: InDesign intermediate

4 Graded Assessment
The grading for the course breaks down as follows.
5% Research report, statement of intent
25% project 1, 3 Posters
10% project 2, Application
25% project 3, Application
25% Exercises, Entire System
10% Participation and development

Grading Criteria
Projects will be graded using the following criteria:

problem solving – The originality of the concepts and ideas and their relevance to the problem; lateral thinking abilities; analysis of project requirements; understanding of the problem and its parameters, goals and objectives.

refinement of the concept – the ability to take the original idea(s) and develop/improve and apply them, linear thinking abilities, critical evaluation of ideas and solutions.

skills – the skills and technical abilities as demonstrated throughout the problem from early sketches to finished state, translation of ideas to visually and technically refined forms.

presentation– the ability to communicate visually, verbally and in written form the direction of your problem solving process. Neatness and organization of submissions.

These criteria may be expressed in greater detail on the grade slips returned with each project. Grading is non-competitive within the course / section. Process documentation provides a record of the student’s ability to utilize the design process and reveals the breadth and depth of exploration involved with each project. All process work, including thumbnails, sketches, notes, annotations, linears and research must therefore be submitted to the instructor for review.

This course is intensive and it is imperative that you attend classes as projects are linked with in-class work. This work will be collected at the end of each class. Critiques and class involvement at the formative stages of the design process are more beneficial than after all has been completed. Peer evaluation, participation in class discussions, critiques form an important part of the course evaluation.
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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 please visit: yorku.ca/finearts/sas/gpa.htm
5 Additional Information
Books and Resources
There is a large range of books on the subject of graphic design and creativity available to you in the library and through Amazon.ca. Here is a selection of books that is useful for this course:
De Bono, E. Serious Creativity: Using the Power of Lateral Thinking to Create new
Ideas. Toronto: Harper Perennial

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These magazines contain work of contemporary designers
Eye Magazine
Graphis
Idea Magazine
idn (International Design Journal)

Try these web sites to begin investigating creativity
www.gocreate.com (lots of creativity techniques)
www.mycoted.com/Category:Creativity_Techniques (even more!)
www.jspb.com/creative/creative.php (check out the online idea evaluator)
www.visualthesaurus.com/ (This is fun!)

To assist with your translation
http://www.bing.com/translator/
http://translate.google.com/

Tools, Materials, Resources
The cost of expendable supplies will vary depending on the materials chosen but typically runs between $100.- and $150.- for this course. note: Besides output of final work, you will be expected to print out black and white and/or colour layouts for discussion of work in progress.

Dropping the Course
The last date to drop the course without receiving a grade is November 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
• 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.

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• 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.
Last date to drop a fall term (F) course without receiving a grade: November 8, 2019
Last date to drop a winter term (W) course without receiving a grade: March 13, 2020
Last date to drop a full year (Y) course without receiving a grade: February 3, 2020

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