EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 3014 3.0 SECTION G
ENVIRONMENTAL GRAPHIC DESIGN
FALL 2019 / WINTER 2020

COURSE CALENDAR DESCRIPTION

Examines visual communication within the built and natural environment including wayfinding systems, signage, exhibition design, interpretive installations and themed sites. Through projects and field research, students will build knowledge of spatial design, typography, materials, construction, and designing for human interaction. Prerequisites: FA/YSDN 2008 3.00 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

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>Iarocci, Angela</td>
<td>Sec. G / STDO / F</td>
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SPECIAL FEATURES

1. Special Features

Pre-requisite: FA/YSDN 2008 3.0 or permission of the Department of Design.
Intermediate knowledge of Adobe Illustrator®, Photoshop® and InDesign® software is recommended for this course. Google SketchUp Pro® will also be introduced. Some instruction is available for particular techniques and methods for using software effectively.

2. Topics and Concepts

This course examines communication within the built environment including wayfinding systems, signage, exhibition design, interpretive installations and placemaking. Through projects and field research, students will build knowledge of spatial design, typography, materials, fabrication and designing for interaction and engagement.
Environmental/Experiential Graphic Design (EGD/XGD) involves the integration of knowledge and skills in spatial design, multi-sensory communication and human-centred design.

“Experience design is primarily concerned with how to communicate an object or information led narrative to a defined audience in an engaging manner. Interpretive strategies using spatial planning and architectural elements, furniture, lighting, graphics, audio, film and new media enhance the delivery of this narrative.”
(Timothy McNeil, Experience Design Methodologies training module, Society for Experiential Graphic Design)

Students engage in a term-long project that concentrates on a specific site/location and involves research, site analysis, concept development, prototyping, modeling and visual representation of design proposals. The chosen sites accommodate a wide range of proposals that can focus on a particular application within the discipline of Environmental/Experiential Graphic Design.

Selected topics to be covered include:

1. The scope of EGD/XGD as a specialized design practice integrating spatial design, multi-sensory communication and human-centred design.
2. The process of site analysis and methodologies related to placemaking
3. Design considerations related to inclusive design, accessibility and sustainable design
4. Programming and developing a narrative through the organization of content and space planning/design
5. Design considerations related to materials, digital technology and fabrication; the impact of scale on graphic communication and typography

Topics are discussed through lectures, during critiques or via in-class exercises. Students are expected to do field research and site analysis as part of the requirements of the course.

The course content is integrated with the progress of the projects and topics may not be in the same sequence of topics as listed above.

This is a general outline only; it may be changed to suit the development of assignments and unforeseen circumstances such as weather cancellations or illness.

Course Texts/Readings

Although no specific text is required, the following books are highly recommended as valuable resources. See also specific resources listed in the project brief.

Society of Experiential Graphic Design www.segd.org

3. Learning Outcomes with Examples

Successful students will have demonstrated their abilities to:

- Apply the process of Environmental/Experiential Graphic Design practice which specifically addresses the integration of communication design within the built environment.
• Integrate skills and knowledge in communication and spatial design applied to wayfinding, interpretation and placemaking.

• Apply skills in secondary and primary research methods including field work, literature review, and visual documentation through sketching, observation, notation, photography and video.

• Apply knowledge of scale, materials and fabrication methods through the creation of design concepts, visual representations, prototypes and models.

• Communicate design concepts through dimensioned drawings and graphic renderings.

**4. Graded Assessment**

The proportional weighting of the coursework is:

- **Term Project**
  - Phase 1: Research & Project Proposal **20%**
  - Phase 2: Concept Development **30%**
  - Phase 3: Final Design Proposal **40%** Attendance/Participation **10%**

Projects will be graded at each stage of development outlined in the project brief. A grading sheet will be returned with each project.

All work must be complete and ready for presentation/submission at the beginning of the class in which it is due. Work not submitted at the beginning of class will be counted as late. All course work is to be submitted directly to the course instructor during scheduled course hours.

In the rare event that this is not possible, contact your instructor or Course Director directly to make arrangements.

The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+ = 9, A = 8, B+ = 7, C+ = 5, etc.). Assignments and tests will bear either a letter grade designation or a corresponding number grade (e.g. A+ = 90 to 100, A = 80 to 89, B+ = 75 to 79, etc.).

For a full description of the York grading system see the York University Undergraduate Calendar – [http://calendars.registrar.yorku.ca/2015-2016/academic/index.htm](http://calendars.registrar.yorku.ca/2015-2016/academic/index.htm)

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<tr>
<th>Grade</th>
<th>Grade Percent Range</th>
<th>Description</th>
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<tr>
<td>Point</td>
<td>A+ 9 90 – 100%</td>
<td>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.</td>
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<td>A 8 80 – 89%</td>
<td>EXCELLENT WORK Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality.</td>
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<td>B+ 7 75 – 79%</td>
<td>VERY GOOD WORK Thorough knowledge of concepts and techniques together with a fairly high degree of skill in the use of those concepts/techniques.</td>
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<td>B 6 70 – 74%</td>
<td>GOOD WORK Good level of knowledge of concepts and techniques together with considerable skill.</td>
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<td>C+ 5 65 – 69%</td>
<td>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.</td>
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<tr>
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<td>C 4 60 – 64%</td>
<td>FAIRLY COMPETENT WORK Acceptable level of knowledge of concepts and techniques together with some skill.</td>
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<tr>
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<td>D+ 3 55 – 59%</td>
<td>PASSING WORK Slightly better than minimal knowledge of required concepts and techniques together with limited skill.</td>
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<tr>
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<td>D 2 50 – 54%</td>
<td>POOR WORK</td>
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Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.

**E 1 31 – 49% VERY POOR WORK**

**F 0 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: [https://ampd.yorku.ca/current-students/academic-resources/gpa-calculator](https://ampd.yorku.ca/current-students/academic-resources/gpa-calculator)

**FA/YSDN 3014 3.0 Practicum Environmental Graphic Design Fall Term 2019**

### 5. Additional Information

FRIDAY, NOVEMBER 8, 2019 is the last day that a student can drop this course without receiving a grade. Financial penalties may be involved and could be assessed depending on the precise date that the course was dropped.

**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

[https://secretariat.info.yorku.ca/files/CourseInformationForStudentsAugust2012-.pdf](https://secretariat.info.yorku.ca/files/CourseInformationForStudentsAugust2012-.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](http://registrar.yorku.ca/enrol/dates/fw18)

- Manage my Academic record [http://myacademicrecord.students.yorku.ca/](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, Room B104, 905-845-9430 x8196
  [www.sheridancollege.ca/life-at-sheridan/student-services/accessiblelearning-services](www.sheridancollege.ca/life-at-sheridan/student-services/accessiblelearning-services)

- Counselling Services: Trafalgar Campus, Room B104, 905-845-9430 x2557

- Health Services: Trafalgar Campus, Room B129, 905-845-9430 x2550
Course Schedule

PHASE 1
Research & Project Proposal
SEPT. 6
13
20
27
*Phase 1 DUE*

PHASE 2
Concept
Development
OCT. 4
11
*Fall Reading Week*
Oct. 12-18
*No class*
*Presentations*
25

NOV. 1
*Phase 2 DUE*

PHASE 3 Final Design Proposal
8
15
22
*Presentations*
29
*Phase 3 DUE*
DEC. 4

Please note that you will be informed of changes to this schedule and course content will be adjusted as required.

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

*Moodle @ York University*