EXPANDED COURSE DESCRIPTION

YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 3106 3.0 SECTION G
IMAGE AND INFLUENCE
FALL 2019 / WINTER 2020

Last Modified Date: 09/13/2019

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.

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
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<td>Alleyn, Renee</td>
<td>Sec. G / LECT / F</td>
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SPECIAL FEATURES

ysdn 3106 York / Sheridan Program in Design, Fall 2019

Image & Influence
Course Director: Renée Alleyn
Contact Information: renee.alleyn@sheridancollege.ca
Office: j119, Meetings after class or by appointment
Time & Location: Fridays, 1:30 –4:30pm, Room j222

1. Special Features
This is an elective Design Studies course for BDes Majors.

2. Topics and Concepts
from the handbook: This course 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.
This term we will focus on defining modernism and postmodernism and exploring how the ideological frameworks of the modern and postmodern epochs have influenced the way we think about and do visual culture in general and graphic design in particular. The assigned readings trace a path through historical texts, introducing key ideas and intellectual debates (predominantly in Europe and the USA) which marked the 20th and early 21st centuries. With an emphasis on the social and political power of images, theoretical frameworks and methodologies for analyzing visual culture are covered. Designed as a seminar, this course is not organized around lectures, but is instead structured to support us working together as a class through the complex concepts raised in the assigned readings—with in-class discussion and interactive activities. Assignments are writing-focused and designed to help you engage with the course topics.

Topics covered include:
- Modernism
- Postmodernism
- Structuralism
- Poststructuralism
- Post/colonialism
- Objectivity & subjectivity
- Discourse
- Visual culture
- Capitalism
- Media, mass communications & popular culture
- Identity
- Difference
- Social change

Course Texts:
All required readings are listed in the course schedule and will be made available for download on Sheridan’s BDes server.

Additional readings may be assigned or recommended during the course.

3. Learning Outcomes
Upon successful completion of this course, students will:
- Demonstrate a knowledge of the relationship between art and design, and the differences and similarities in their ideological and social uses.
- Analyze and interpret words and images in their historical and social context
- Show an understanding of critical and interdisciplinary methods and readings for the study of visual culture
- Demonstrate originality and skill at research directed toward producing clear, well-supported arguments about detailed aspects of visual culture and theory—in verbal presentations and written forms.

4. Graded Assessment
The proportional weighting of the coursework is as follows:
- 15% Reading Response 1
- 15% Reading Response 2
- 25% Image Analysis
- 35% Final Essay
- 10% In-class participation

Note on participation: Proper academic performance depends on students attending class regularly and actively participating in class discussions in a thoughtful and respectful way. This means coming to class thoroughly prepared by doing the assigned readings, taking notes on the key concepts raised, and formulating any pertinent questions you have.
Assignments are to be handed in at the beginning of class on their due date in the format specified by the assignment outline provided.

missed deadlines or tests:

Assignments received later than the due date will be penalized 10% per business day that the assignment is late. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor. Supporting documentation (e.g., a doctor’s letter) may be required upon request. Further extensions or accommodation will require students to submit a formal petition to the Faculty.

program grading system:

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 90, B+ = 75 to 79, etc.).

For a full description of the York grading system see the York University Undergraduate Calendar:

http://calendar.registrar.yorku.ca/2015-2016/academic/index.htm

Students may take a limited number of courses for degree credit on an ungraded (pass/fail) basis. For full information on this option see Alternative Grading Option in the Faculty of Fine Arts section of the Undergraduate Calendar: http://calendars.registrar.yorku.ca/2015-2016/faculty_rules/FA/grading.htm

Grade Grade Percent Range Description

Point

A+ 9 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 8 80 – 89% excellent work Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality.

B+ 7 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 6 70 – 74% good work Good level of knowledge of concepts and techniques together with considerable skill.

C+ 5 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 4 60 – 64% fairly competent work Acceptable level of knowledge of concepts and techniques together with some skill.

D+ 3 55 – 59% passing work Slightly better than minimal knowledge of required concepts and techniques together with limited skill.

D 2 50 – 54% poor work 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: http://www.yorku.ca/finearts/sas/gpa.htm

5. Additional Information

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

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/CourseInformation-ForStudentsAugust20121-.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/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, Room B104, 905-845-9430 x8196
www.sheridancollege.ca/life-at-sheridan/student-services/accessiblelearning-services
• Counselling Services: Trafalgar Campus, Room B104, 905-845-9430 x2557
www.sheridancollege.ca/life-at-sheridan/student-services/counsellingservices
• Health Services: Trafalgar Campus, Room B129, 905-845-9430 x2550
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