EXPANDED COURSE DESCRIPTION

YORK/SHERIDAN DESIGN

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

FA / YSDN 4013 3.0 SECTION A
DESIGN LAB
FALL 2019 / WINTER 2020

COURSE CALENDAR DESCRIPTION

Students function as the Department of Design's in-house design team to create work for clients affiliated with the York University community. The goal of the class is to expose the student to the inner workings of graphic design beyond just the design process itself. The Design Lab provides fourth-year BDes students with actual client experience in a working office environment. Each student will be exposed to many of the daily processes involved in running a design firm. Under Instructor supervision, students assume all project responsibilities from project management, client relations, research, collaboration with photographers, illustrators and writers, design presentations, production of both print and motion-based graphics, and vendor selection and coordination, to mention just a few. It is expected that Design Lab students will leave each semester with strong skills, new confidence, professional experience, a sense of entrepreneurship and a path leading to internships and jobs. In addition to obtaining course credits toward graduation, participation in the studio provides students with valuable experience in teamwork, professional business practices and client and vendor interaction. Student participation in the studio is based upon approval in a highly selective process. Admission is limited to fourth-year students by portfolio review and a minimum of B+ average.

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>Fraiman, Lyle</td>
<td>Sec. A / STDO / F</td>
<td><a href="mailto:l_fraiman@fraimandesign.com">l_fraiman@fraimandesign.com</a></td>
<td>416 591 1444 Ext. 21</td>
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</tbody>
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SPECIAL FEATURES

FADN 4013 – Design Lab Fall 2019 1
Meeting time: Fridays 12:30-16:30 Lab: 4028
York CD: Lyle Fraiman
Students email: yorkbdes@gmail.com
Client email: ydeslab@gmail.com
Meetings: by appointments

Prerequisite
Participation in the Design Lab is based upon approval through a selective process consisting of a special application, above average grades, faculty approval, and permission of the course director. Enrolment is limited.

Course Description
Design Lab is a ‘commercial-style’ working studio. Design Lab aims to ease the transition from academic environment to a business world, by helping them developing practical creative solutions for ‘real’ clients from the York University community. In addition to obtaining course credits toward graduation, Design Lab students will enjoy a professional studio experience, which involves project and file management, working with outside vendors (paper suppliers, printers, press checks, etc.) group critiques, client feedback and interaction. Students will also acquire valuable experience in teamwork, professional business practices such as time and project management skills.

Design Lab services are fee-based and clients are charged by projects and/or hour, subject to individual job requirements. Fees are discussed and coordinated with the Course Director following a client input and specifications meeting.

The main topic covered in Design Lab studio classes are:
1 Estimating project cost.
2 Establishing a working project plan and a realistic budget.
3 Developing a project schedule and timeline.
4 Proposals, contracts, letters of agreement.
5 Developing a creative strategy and design to fit the strategy.
6 Concept development and rationale.
7 Concept presentations to clients and creative group.
8 Production and project management – print or web.
9 Client service and supplier coordination.
10 Managing time, money and technology.

Course Structure
Although this course meets four hours a week for twelve weeks, the amount of time you will have to invest will be determined by project-time not class-time. Projects will have to be completed as required by clients’ deadline – no exceptions, extensions or excuses.

Design Lab
This course consists of a combination of research, group critiques, creative solution development, class and/or client presentations. Emphasis is placed on creativity, reliability and commitment to
design principles and professional conduct. Minimal instructions are provided. A good working command of Adobe CS and some interactive software is an advantage for this course. Students may use, or introduce, other software as they deem necessary to ensure the successful delivery of a project.

Course Learning Objectives

The specific objectives of the course are that students:

• Acquire working knowledge of, and familiarity with, current design studio issues in a realistic business environment
• Develop professional knowledge of project costing, planning, managing and implementation
• Demonstrate understanding of, and skill in, creative strategy development and conceptualization within the confines of specific, predetermined client’s communication needs
• Develop knowledge and skills in client service and presentation, as well as creative team-work collaboration
• Demonstrate abilities in research, analyze and think critically in relation to graphic design and visual communication
• Develop a high level of ethical, professional conduct

Schedule

Subject to clients’ project deadlines.

Student’s responsibility for digital work

Responsibility for student’s work rests entirely with the student. All client projects must be backed-up on York U servers as well as externally for safety and transportation. Students are expected to bring current versions of their project files to class for in-class work and critique. Some project phases may require submission of PDF proofs. All PDFs must be properly ripped and verified that they function properly before submission.

Prior to the completion of the semester and/or project, students are required to leave proper, all-including Packaged files of all project components on the Design Lab server. This includes all final art, fonts, images, concepts, Adobe CS project files (InDesign, Illustrator, Photoshop, AfterEffects, etc.) and any other project related files which were used throughout the projects.

NOTE: final grades may be withheld if client work files are not submitted as required or are found to be incomplete.

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Evaluation

The proportional weighting of the coursework is:

• 20%: Creativity and Design
• 20%: Participation and Teamwork
• 20%: Initiative and Project Management
• 20%: Responsiveness and Client Management
• 20%: Reliability and Technical Skills

Projects are evaluated continuously and graded at each stage of development based on research, design and production.

Grading

The grading scheme for the course conforms to the grading system used in undergraduate programs at York (e.g. A+ = 90 to 100, A = 80 to 89, B+ = 75 to 79, etc.) For a full description of York grading system see the York University Undergraduate Calendar – http://calendars.students.uit.yorku.ca/2018-2019/academic-and-financial-information/academic-information/grades-and-grading-schemes

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

Assignment Submission

Proper academic performance depends on students doing their work not only well, but on time, particularly in this course. Design Lab assignments must be completed on the due date specified by, and agreed upon with, the client. There’s absolutely no allowance for missed deadlines!

Missed Deadlines or Lateness Penalty

Not applicable since late projects are NOT acceptable. All projects must be presented and delivered on the date agreed upon with the client or specified by the instructor. If a project is not delivered to the client on time it may have severe repercussions on the final grade. There are no exceptions.

Attendance and Lateness

Regular and punctual attendance is part of professional conduct in the design industry and therefore in this program. Attendance will be taken at the beginning of each class. Students must demonstrate a high level of self discipline and responsibility by letting faculty know via email ahead of time if they are going to be late, or absent from, class. Being late twice equals one absence. Lateness of more than thirty minutes equals one absence. If a student is inexplicably absent from four classes during the term, a grade of “F” will be given for the course. Valid reasons for lateness of abstention, such as illness, compassionate grounds, etc., may be entertained by the Course Director but will require supporting documentation (e.g., a doctor’s letter). If for such valid reasons a student is unable to perform his/her work, a fellow teammate must be requested to step in. It is imperative that a student contact their teammates and the Course Director immediately should there be any prospect of a project delay.

Students will be responsible for all academic, financial penalties and consequences resulting from their unprofessional conduct. Nov. 8, 2019 is the last day a student can drop out without receiving a grade. Financial penalties may be involved and could be assessed depending on the precise date that the course was dropped.

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Proper Use of Facilities
Use of the Design Lab 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.

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

Academic Honesty & Integrity
FADN students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty http://www.yorku.ca/univsec/policies/document.php?document=69. There is also an academic integrity website with complete information about academic honesty. Students are expected to review the materials on the Academic Integrity website: http://www.yorku.ca/academicintegrity

Occupational Health & Safety
Students must be aware of ergonomic factors related to the course work and should practice recommended exercise to prevent developing occupational related health problems. Please refer to the following web page for details: http://www.yorku.ca/dohs/ergonomics/ergonomics.htm

Accessibility/Disability Services
Both York and Sheridan provide services for students with disabilities (including learning, mental health, physical, sensory and medical disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at York University and Sheridan College. Students in need of these services are asked to register with disability services in Counselling & Disability Services as early as possible to ensure sufficient advance notice so that appropriate academic accommodation can be provided. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Please note that registering with disabilities services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

At York University:
Additional information is available at www.yorku.ca/cds or by
contacting the offices of the disability service providers:
Physical, Sensory and Medical Disability Services - N108 Ross Building, 416-736-5140, www.yorku.ca/cds/psmds

Ethics Review Process
FADN students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants at http://www.yorku.ca/secretariat/policies/document.php?document=94. In particular, students proposing to undertake research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) are required to submit an Application for Ethical Approval of Research Involving Human Participants at least one month before you plan to begin the research. If you are in doubt as to whether this requirement applies to you, contact your Course Director immediately.

Religious Observance Accommodation
York and Sheridan are committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. Should any of the dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the Course Director within the first three weeks of class. Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., scheduled later in the term pose such a conflict, contact the Course Director immediately. Please note that to arrange an alternative date or time for an examination scheduled in the formal examination periods (December and April/May), students must complete an Examination Accommodation Form, which can be obtained from Student Client Services, Student Services Centre or online at http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf. Further information on religious observance is available at https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs.

Student Conduct
Students and instructors are expected to maintain a professional
relationship characterized by courtesy and mutual respect and to refrain from actions disruptive to such a relationship. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom, and the responsibility of the student to cooperate in that endeavour. Further, the instructor is the best person to decide, in the first instance, whether such an atmosphere is present in the class. A statement of the policy and procedures involving disruptive and/or harassing behaviour by students in academic situations is available on the York website http://www.yorku.ca/univsec/policies/document.php?document=82.

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Award shows
Entering external design award shows and competitions
In an effort to encourage more students to enter external award shows and competitions, the York/Sheridan Program in Design will reimburse the entry fee for winning entries at outside award shows and competitions, up to $35 (CAD) per piece entered.
To take advantage of this, students must:
• Enter the competition, pay entry fees and postage and arrange for delivery;
• Provide written proof that they have received an award/prize, and
• Provide the original receipts for the entry fee in Canadian Dollars. (If the entry fee was paid in another currency, we require a receipt indicating the exact amount you paid in Canadian Dollars).
NOTE: Students are responsible for any other fees that may be associated with the prize. Please contact Barb Batke (bbatke@yorku.ca) for reimbursement after you receive the award.

Course Texts/Readings
Although no specific text reading is required, students are expected to engage in reading a wide range of publications on the business of graphic design, visit appropriate exhibitions and shows, keep up-to-date on the developments within the design industry, and follow new software introduction that may have an impact on the quality of your work.
Additional information on the above will be occasionally announced in class.

Important dates
Reading days – Oct. 12-18, 2019
Fall classes end: Dec. 3, 2019

Important Design Lab Information to Consider
Should a Winter term of Design Lab (FADN4014) be offered, students can continue taking this course in their Winter term for which they will receive additional full credits. It is strongly recommended that you take advantage of your familiarity with the Design Lab structure and the clients, and enrol in order to benefit from the invaluable 6-months of work experience on your resume.

Students’ previous participation Design Lab is taken into consideration by the Course Director when projects and work load are assigned in the Another Design Lab. This means that students with previous Design Lab experience are given a seniority position within the studio and, consequently, enjoy a higher level of personal benefits as Senior Designers. Please feel free to consult the Course Director on this option.

Archiving of Design Lab work
At the end of the semester, each student must submit all project files to the Design Lab digital locker for archiving. All files must be properly named using client initials and job number and placed in the appropriately named folders:

- Administration
- E_mails
- ClientText
- Concepts
- FileVersions
- PDFs
- Logos
- Images
- Printers
- Research

Correct file-naming format for the Digital Locker is:
ABC-012-F19.pdf

term
year
client
code
file
format
project
number

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

Moodle @ York University