EXPANDED COURSE DESCRIPTION

DESIGN

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

FA / DESN 1004 3.0 SECTION M
DRAWING FOR DESIGN
FALL 2019 / WINTER 2020

Last Modified Date: 02/13/2020

COURSE CALENDAR DESCRIPTION

Introduces drawing as it is used in design as a tool for expression, exploration, idea generation and refinement. Ideas and concepts will be explored and translated into literal, abstract and symbolic form for use in graphic representations, pictograms, symbols and letterforms. Students are challenged to go beyond accuracy in representation to embrace expression and abstraction for effective communication. Required course for BDes major. Course credit exclusion: FA/YSDN 2012 3.00.

INSTRUCTOR(S)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
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<tr>
<td>Gabriele, Sandra</td>
<td>Sec. M / STDO / W</td>
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SPECIAL FEATURES

Course Director: Sandra Gabriele
Office hours by appointment, sandrag@yorku.ca
Class Meetings: Fridays from 8:30 to 12:30
Lecture, All Lab Groups: 8:30 ACE 005, Sandra Gabriele
Lab 01: 9:30, DB 4034, Sandra Gabriele, sandrag@yorku.ca
Lab 02: 9:30, DB 4031, Helen Han, yaqinghelenhan@gmail.com
Lab 03: 9:30, DB 4028, Gary Leroux, garyleroux2020@gmail.com
Course description
Drawing for Design introduces drawing as it is used in design as a tool for expression, exploration, idea generation and refinement. Ideas and concepts will be explored and translated into literal, abstract and symbolic form for use in graphic representations, pictograms, symbols and letterforms. Students are challenged to go beyond accuracy in representation to embrace expression and abstraction for effective communication. Required course for BDes major. Course credit exclusion: FA/YSDN 2012 3.00.
Expanded course description
The act of “seeing” is often taken for granted in translating three dimensional form to a two dimensional surface. To truly experience positive and negative space, proportions, volume, etc. one must go beyond cursory “looking” and the notation of what one “thinks” might be a representation of a particular object. This requires
experiencing and understanding the inherent structure and the placement of the object in space. The process of drawing and redrawing and redrawing again allows for the careful study of a subject and eventually leads to an understanding of its intrinsic qualities and provides the basis by which graphic designers can begin to shape or enhance meaning by manipulating form. Form will be explored through the close study of man-made objects and objects from nature.

Learning will be facilitated through in-class drawing exercises, take-home projects, discussions and critiques.

Topics
The main areas that will be covered in this course are:

- Drawing without form-making
- Perspective: translating 3-D objects to a 2-D surface
- Structure in man-made forms
- Volume/mass, scale, proportion
- Composition, positive/negative form: Translating sketches to compositions
- Structure in natural forms
- Line and expression

Learning Outcomes
On completion of this course students will have:

- Gained an understanding of how drawn forms can help to communicate complex ideas
- An understanding of representational, abstract and symbolic form
- Demonstrated the ability to use the elements of form – point, line, shape, volume, texture and colour
- Developed the craft and technical skills required to translate abstract concepts into form
- Learned how to apply a consistent style, systematically
- Demonstrated an understanding of the technical aspects of artwork for reproduction in print and screen applications

Computer skills
Expected computer skills: basic Illustrator, basic Photoshop

Resources
Books
If you buy only one book on drawing for design, try to get a copy of this one. Unfortunately, it seems to be out of print (there is a limited supply of used ones on Amazon):


Definitions of evaluation criteria
Concept: Originality, appropriateness and the ability to articulate the merits and processes involved in the solution. Does the framework of project requirements, to conduct research—to explore a wide range of initial approaches, and critically assess their work—develop an original and appropriate solution? Are the materials visually and conceptually captivating? Does the design reflect an appropriate response for the intended audience?
Presentation (live): The ability to make concepts and information clear through verbal explanations. The ability to use visual materials to support the communication of ideas. Use of adequate volume, connecting to the audience, and making information interesting for the intended audience.
Presentation (material): The organization and physical assembly of project materials, including but not limited to precise cutting, mounting, folding as well as attention to details in typography, spelling, etc. Thoughtfulness and care taken in these categories.
Design and project management: The ability to meet deadlines on a consistent basis, to break down a project into phases and manage the work with a minimal supervision. (A critical skill for transition to professional practice.) Students are expected to develop their respective projects through critical phases while
maintaining a strong link to their research and chosen theme.
The ability to maintain a consistent design process is crucial for successful designers: One way to gauge this is to consistently have new, thoughtful work produced for each weekly critique.
Participation: Engagement in all class activities and lectures is important to the learning process. Students are expected to attend all classes, be punctual and participate in critiques and class discussions.
Evaluation Breakdown
Project 1 – From 3d to 2d 20%
Project 2 – Visuals for Instructing 20%
Project 3 – Communicating Abstract Concepts 20%
In-class drawings and exercises and reading responses 30%
Participation 10%
Course grades and continuing success in the course will be significantly affected by:
• frequent lateness and absence
• coming to class unprepared to participate in the critique and presentation of studio work
• late submission of projects
• lack of participation.
Procedures for submitting work
To take advantage of class discussion and final critiques, all hard copy course work is to be submitted directly to the course instructor at the beginning of the class on the due date. In addition, a digital copy should be placed in the dropbox of the Digital Locker account, specified by your instructor. Under normal situations, the Design Office will not accept drop-off of student work. In the rare case of illness of the instructor on a due date, special arrangements can be made (between the Course Director and the student) with the Office for the submission of student work. Assignments received later than the due date will be penalized 10% per business day that the assignment is late. Exceptions to the late project penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the course instructor but will require documentation (e.g., a doctor’s letter).
Grading
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 York grading system see the York University Undergraduate Calendar - http://calendars.students.yorku.ca/2017-2018/design
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
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
Information on Grades and Grading Schemes can be viewed at: https://registrar.yorku.ca/grades/legends/fa
York Bachelor of Design (BDes Hons)
FA/DESN 1004 3.00, Drawing for Design
Winter Semester 2019–2020
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
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.
Being late twice equals one absence. Lateness of more than thirty minutes equals one absence. If a student is absent from four
classes during the term, a grade of “F” will be given for the course. 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
Last date to withdraw from a Winter (W) course without receiving a grade: March 13th, 2020.

Important Course Information For Students
Please note that this information is subject to periodic update. All students are expected to familiarize themselves with the following information:

Academic Honesty and Integrity
DESN 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://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/

Accessibility/Disability Services
York University provides 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 both institutions. Students in need of these services are asked to register at 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 these services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs. Additional information is available at https://accessibility.students.yorku.ca

The York Senate Policy on Accommodating Students with Disabilities is available at https://secretariat-policies.info.yorku.ca/policies/academic-accommodation-for-students-with-disabilitiesguidelines-procedures-and-definitions/
Ethics Review Process

DESN students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants at http://secretariat-policies.info.yorku.ca/policies/ethics-review-process-for-research-involving-human-participants-policy/.

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. For an explanation of the procedures consult: http://design.ampd.yorku.ca/programs/bdes/research-ethics/. If you are in doubt as to whether this requirement applies to you, contact your Course Instructor immediately.

Religious Observance Accommodation

York University is 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. Further information on religious observance is available at https://registrar.yorku.ca/enrol/dates/religious-accommodation-guidelines-2019-2020

Student Conduct, Rights and Responsibilities

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://secretariat-policies.info.yorku.ca/policies/disruptive-andorharassing-behaviour-in-academic-situations-senate-policy/

For more information on Student Rights and Responsibilities, see: http://oscr.students.yorku.ca/csrr

York Bachelor of Design (BDes Hons)

FA/DESN 1004 3.00, Drawing for Design

Winter Semester 2019–2020
Digital lockers
Each student is allocated 5G of data storage space for the length of their BDes education. Registered non-major students are also allocated 5G of storage space for the period they are registered in DESN courses.

To access your Digital Locker space using a Mac computer, via the finder, go to: Go > Connect to Server > and type in the following: afp://digital-locker.design.yorku.ca
Enter your “User name” and “Password.” Your personal space will be located in the folder thread:
DESNSTUD_[last # of your student #] > [your name].

Digital submission of projects
For final projects, students will be asked to submit hard copies, process work and digital copies of the work. Both digital and hard copies are due at the beginning of the class, on the due date.
For Lab 02: afp://digital-locker.design.yorku.ca > DesignInstructors > sandrag > Public > Dropbox
For Lab 02: afp://digital-locker.design.yorku.ca > YORKMDES> yh10sl > Public > Dropbox
For Lab 03: afp://digital-locker.design.yorku.ca > DesignInstructors > gleroux > Public > Dropbox

Naming Convention:
DESN3005_01_pr02_17_lastname.pdf

Entering external award competitions
In an effort to encourage more students to enter external award shows and competitions, the DESN 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 option, students must:
• Enter the competition, pay entry fees and postage and arrange for delivery;
• Provide documentation that they have received an award/ prize, and
• Provide the original receipts for the entry fee in Canadian dollars within 6 months of the initial date of the receipt.
(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 (email: bbatke@yorku.ca) for reimbursement after you receive the award.

Supplies
The following supplies will be required for this course. The supplies
in section “A” will be required, every week for in-class work. Sections “B” and “C” will be required in the coming weeks. You will be advised ahead of time when you need these, in-class. I strongly recommend you team up with someone else and share supplies in Section “C”, as you will only need these for one project.

A.
- drawing board, (Curry’s small-sized drawing board, 19.5 x 19.5 inches or Curry’s piece of masonite, 16 x 18 inches and 2 to 3 bulldog clips.)
- two – 2B pencils
- utility knife
- fine sandpaper
- container for pencil shavings
- kneaded eraser
- pencil sharpener
- steel, cork back ruler

B.
- tape (masking, removeable, transparent)
- parchment paper
- white bond paper
- 2- #6 round synthetic sable brushes
- 1- #10 round synthetic sable brush
- water container
- palette with at least two reservoirs
- 8-1/2” x 11” bond paper
- variety of pencils - 2B - 6B
- large graphite stick, 6B, if possible
- USB stick
- White Plaka, Black Plaka (These will be supplied by the Course director for a cost of $20–cash only.)

C.
- variety of brushes
- conte crayon or charcoal or both
- gouache or tempera paints in a variety of colours
- watercolour paints
- watercolour pencils
- oil and/or chalk pastels
- wax crayons
- pencil crayons

year
course
number
student
last name
Many courses utilize Moodle, York University's course website system. If your course is using Moodle, click here to access it.

Moodle @ York University