EXPANDED COURSE DESCRIPTION
DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / DESN 1010 3.0 SECTION M
INTRODUCTION TO DESIGN: (FOR NON-MAJORS)
FALL 2019 / WINTER 2020

Last Modified Date: 02/13/2020

COURSE CALENDAR DESCRIPTION

This blended introductory course is designed for non-majors who are interested in design. Through key readings, writing assignments and hands-on projects, students will develop basic literacy in visual communication design and gain an appreciation of design in society at large and in the business world. Students need to be aware that this is not a software training course, but rather requires intensive readings, writing reflections on short design articles, documentation of rigorous design processes, research reports, creative rationales as well as applied design projects with the learning goals to enhance students' abilities and sensitivity to design and creativity. This course has no tests or examinations, but weekly lesson activities and design projects provide students with opportunities to embrace the continuous learning experience of an in-depth design studio education.

This blended introductory course is designed for non-majors who are interested in design. It will introduce students to the visual elements and principles of composition in design along with the basic concepts and vocabulary of design practice. Through key readings, writing assignments and hands-on projects, students will develop basic literacy in visual communication design and gain an appreciation of design in society at large and the business world. The main topics to be covered are: - A brief overview of the origin of modern design and fundamental design theories - A landscape of design as a profession in modern and contemporary context - Key concepts of design - Writing assignment: Reflective writing on design articles - The elements and principles of design - The Gestalt theory in visual communication - Shapes, combined shapes and forms - Negative and positive space - Design process, reviews and digital strategies for documentation - Writing assignment - Creative rationale for design project - Design project presentations and critiques with screen casting - Hands-on skills training: Vector-based drawing

INSTRUCTOR(S)

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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tbody>
<tr>
<td>Ishino, Catherine Jo</td>
<td>Sec. M / BLEN / W</td>
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SPECIAL FEATURES

COURSE DESCRIPTION:

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design and creativity. This course has no tests or examinations, but weekly lesson activities and design projects provide students with opportunities to embrace the continuous learning experience of an in-depth design studio education.

LEARNING OUTCOMES / OBJECTIVES:
In this blended studio course learning will be facilitated through lectures, readings and writing exercises, technical skills tasks, design projects and participation in project presentation reviews and critiques. The learning objectives of this course are:
To provide basic general knowledge of fundamental theories of visual elements and principles of composition along with key writings on basic concepts and vocabulary of design practices
To educate students as a better audience and potential collaborator of design
To equip students with a basic understanding of the role played by design in modern history and everyday life
To develop design literacy in the contemporary professional practice of visual communication design
To encourage students to apply their educated taste of design and practical skills gained in this course in their own specialization or profession and to continue to develop their interest in design in the future
To foster exploration of integration of design knowledge into students’ future career upon the completion of this course, students will demonstrate an understanding of:
Design literacy in a blended learning environment with a proactive learning attitude
Activity and project-based learning in experiential education
The role of design in history and in modern life
Design process and digital strategy for documentation
Basic technical skills in vector-based drawing app and screen casting presentation
Design project briefs, expectations and application of theories in creative design work
Practices in design presentations, reviews and critiques

SPECIFIC REQUIREMENTS:
Please refer to the list that can be found on the course Moodle site.

GRADING SCHEME:
Continuous assessment will be used to evaluate weekly activities completed for the lecture/tutorial tasks and design projects.
The final grade for the course will be based on the following items weighted as indicated:
Tutorial/Lecture activities: Weekly reading and writing assignments, and participations (40%)
Design projects (60%)

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 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

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

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