EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 2008 3.0 SECTION S
INFORMATION DESIGN CONCEPTS AND METHODOLOGY
FALL 2019 / WINTER 2020

Last Modified Date: 01/08/2020

COURSE CALENDAR DESCRIPTION

The relevant theories and methodologies which allow the designer to prioritize, simplify and creatively visualize a wide range of complex textual and visual information are examined and applied. Required course for Design major. Prerequisite: Second-year standing in the Department of Design or permission of the Department of Design. For students not in the BDes program, compulsory and voluntary fees apply.

The relevant theories and methodologies which allow the designer to prioritize, simplify and creatively visualize a wide range of complex textual and visual information are examined and applied. Prerequisite: Second year standing in the Department of Design. Degree Requirement: Required course for all majors (Course credit exclusion: FA/YSDN 3007 3.00)

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>
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<tr>
<td>Iarocci, Angela</td>
<td>Sec. S / STDO / W</td>
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SPECIAL FEATURES

1
FA/YSDN 2008 3.0 Practicum Winter Term 2020
York University/Sheridan College Program in Design
FA/YSDN 2008 3.0 Practicum Information Design Concepts & Methodologies Winter 2020
Information Design Concepts & Methodologies
York Section M
Course Director: Gary Leroux
LAB 1 Thursday 8:30 –12:30, 4028 DB
Gary Leroux gleroux@yorku.ca
LAB 2 Thursday 12:30 – 16:30, 4028 DB
C. O’Dell codell@yorku.ca
LAB 3 Thursday 12:30 – 16:30, 4031 DB
Gary Leroux gleroux@yorku.ca
Sheridan Section S
Course Director: Angela Iarocci / Office: J119
LAB 1 Thursday 9:00 - 13:00, J219
Angela Iarocci
1. Special Features

Required course for design majors with second year standing in the Department of Design, or permission from the Department of Design.

Intermediate knowledge of Adobe Illustrator® and Adobe InDesign® software is recommended for this course. A minimal amount of instruction is available for particular techniques and methods of using the software.

2. Topics and Concepts

This course provides an introduction to the key principles and methods for visualizing different types of information: statistical, chronological, relational, and symbolic. The principles of information design will be introduced and applied through projects, exercises, in-class work and discussions.

We are constantly challenged to access, interpret, and understand increasing amounts of complex and/or abstract information. This course examines and applies theories and methodologies to prioritize, edit, condense, compare, and creatively visualize a wide range of complex textual and visual information (such as: explanations, statistics/data, networks, maps, and timelines).

Projects focus on applying the principles of information design to both print and screen-based media. Students use problem solving techniques to identify and analyze contemporary work, engage in research, develop content and produce finished works. Principles related to the organization and visualization of information are emphasized.

The main topic areas to be covered are:

1. The principles of information design with emphasis on organizational and visual strategies (i.e. accuracy, hierarchy, emphasis, clarity, and legibility).
2. The conceptualization of data/information and the investigation of ways to achieve clarity of communication and understanding.
3. Methodologies of content and data analysis, collection and organizational strategies.
4. Design considerations and techniques related to visualizing different types of information/content for both print and screen-based formats.
5. The process of information design:
   - Research, analysis and editing
   - Visual representation of information
   - Evaluation and critical analysis

This course meets four hours a week for twelve weeks. Projects will be completed outside of class to meet the deadlines set for each project.

Course work consists of a combination of lectures, research, critiques, and creative production of projects.

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. Also refer to project briefs for additional references.


Selected Magazines, Newspapers and Online Resources

*The New York Times*

*The Guardian*

*The Washington Post*

*The Toronto Star*

*The Globe and Mail*

*GOOD magazine*

*Wired*

*International Institute of Information Design*

www.iiid.net

The specific objectives of the course are that students will be able to:

- Demonstrate a broad knowledge of the discipline of information design and related contemporary design issues.
- Demonstrate skill in the visualization of information and the investigation of new ways to facilitate clear communication and understanding.
- Demonstrate knowledge of and design skills in applying fundamental principles related to the organization and visualization of statistical, chronological, and relational information.
- Demonstrate abilities in research, analysis, and critical thinking in relation to information design.

4. Graded Assessment

The proportional weighting of the coursework is:

Exercises 25%
Project 1 25%
Project 2 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.

Proper academic performance depends on students doing their work not only well, but on time.

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
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](http://calendars.registrar.yorku.ca/2015-2016/faculty_rules/FA/grading.htm)

**Grade Gr. Pt. Percent Range Description**

- **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](http://www.yorku.ca/finearts/sas/gpa.htm).

### 5. Additional Information

**FRIDAY, MARCH 13, 2020** 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
- 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.
- 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/counselling-services
- Health Services: Trafalgar Campus, Room B129, 905-845-9430 x2550
  www.sheridancollege.ca/life-at-sheridan/student-services/health

Course Schedule
Winter 2020/ Thursdays
Reading Week
JAN. 9
JAN. 16
JAN. 23
JAN. 30
FEB. 6
FEB. 13
MAR. 5
FEB. 27
MAR. 12
MAR. 19
MAR. 26
APR. 2
01 02 03 04 05 06 07 08 09 10 11 12
EX 01
EX 02
EXERCISES
PROJECT 1
Process work review
PROJECT 2

Reading Week: February 17 – 21, 2020

FRIDAY, MARCH 13, 2020 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.

Please note the schedule is tentative. You will be informed of changes to this schedule and course content will be adjusted as required.

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

Moodle @ York University