EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 2013 3.0 SECTION S
MATERIALS AND METHODS
FALL 2019 / WINTER 2020

COURSE CALENDAR DESCRIPTION
Engages students in hands-on experimentation with materials and production techniques to understand the design process as a vehicle for inquiry and innovative problem solving within visual communication. Both hand and digital methods will be explored along with strategies for concept generation. Prerequisite: FA/YSDN 1001 3.00 or permission of the Department of Design. Not open to non-majors. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

The intent of this practicum course is to engage students in hands-on experimentation with materials and production techniques to lead them to a greater understanding of graphic design as a vehicle for inquiry, visual research, and innovative problem solving. Both manual and digital methods are used to explore the potential for hybrid techniques and to foster more intuitive understanding of the computer as a tool for material manipulation. Strategies for generating concepts and creating form that embrace experimentation, collaboration, and chance are introduced to query conventional design practices. The works of artists, designers, and provocateurs who question established norms of visual communication are used to motivate and inspire students to gain a greater awareness of their design process. Materials and Methods is organized as a series of phases or "translations". At the beginning of the course, students are given an object or piece of text that acts as a catalyst for a set of operations and material manipulations that are carried out throughout the term. As they progress through each phase, the requirements become less restrictive and the student takes on greater independence in the depth and breadth of their investigations and in setting the parameters for their own experiments. Failures and mistrials from previous phases can be integrated into later operations.

Readings related to form making, conceptualization, and writings by artists and designers are handed out at the beginning of each phase to demonstrate the importance of personal reflection within the design process. At the end of each phase, students are asked to write about their process and identify what they would like to achieve in the next part of the project. Short lectures, discussions of readings, and in-class exercises related to materials and concept generation will compliment the project work. Students will be asked to work during the allotted course time so to alleviate

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

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<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

FA/YSDN 2013 3.0 Practicum Materials and Methods Winter Term 2020
Sheridan Section S
Course Director: Angela Iarocci
LAB 1 Tuesday 13:30 - 17:30, J219
Angela Iarocci
1. Special Features

Prerequisite: FA/YSDN 1001 3.0 or permission of the Department of Design.
Knowledge of the Adobe CC® suite of software is recommended for this course along with manual techniques for visual representation such as drawing, collage, and other forms of production.

2. Topics and Concepts

The intent of this practicum course is to engage students in hands-on experimentation with materials, production techniques, and concept generation to foster a greater understanding of graphic design as a vehicle for inquiry, visual research, and innovative exploration. Both manual and digital methods are used to explore the potential for hybrid techniques and to foster more intuitive understanding of design tools and material manipulation.

Strategies for generating concepts and creating artifacts that embrace experimentation, collaboration, and chance are introduced to investigate various approaches to design practice.

The works of artists, designers, and makers are used to motivate and inspire students to gain a greater awareness of their design process.

Throughout the course catalysts are provided as starting points for different modes and directions of inquiry. Through each project, students take on greater independence in the depth and breadth of their investigations and in setting the parameters for their own experimentation and exploration.

Lectures, discussions of readings and videos and in-class exercises related to materials, production and concept generation will compliment the project work.

Materials and Methods
Topics include:

Making as thinking
Digital and manual methods of production
Methods for concept generation and experimentation
Material exploration and craftsmanship
Relationships between design, art, and craft

Topics are discussed either in lectures, during critiques.
Course Structure
This course meets four hours a week for twelve weeks. Class time is used mainly for lectures, hands-on work, discussions and critiques. Projects will be completed at home to meet the deadlines set for each project. There may be some assigned readings and viewings to supplement project work.

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 and presentations for additional references.

(paperback edition)
York University /Sheridan College Program in Design
FA/YSDN 2013 3.0 Practicum Materials & Methods Winter 2020
FA/YSDN 2013 3.0 Practicum Materials and Methods Winter Term 2020 2
Tanchis, Aldo. Bruno Munari: From futurism to postindustrial

3. Learning Outcomes
The specific objectives of the course are that students will be able to:

1. Gain skills in different production methods and approaches to inquiry and experimentation as part of hands-on visual design research.
2. Understand the synthesis of manual and digital techniques through the choice of materials, tools, and means of expression to effectively communicate meaning and content.
3. Demonstrate willingness to push the limits of material exploration and concept development through the generation of multiple iterations and rigorous exploration.
4. Evaluate the evolution of personal design process through documentation and reflection on materials, production methods and concept generation in written, verbal, and visual presentation.
5. Demonstrate skill in manual and digital techniques by producing work at a high level of craftsmanship and with attention to detail.

4. Graded Assessment
The proportional weighting of the coursework is:
Project 1A: Interrogation 10%
1B: Translation 20%
Project 2 30%
Project 3 30%
Participation/Attendance 10%
Projects will be graded at each stage of development outlined in the project handout. 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

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 and 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 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:

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/CourseInformation-ForStudentsAugust2012-.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/fw19
- 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/studentservices/health

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Course Schedule
Tuesdays, Section S (LAB 1 and 2), 13:30-17:30

Project 1A:
Interrogation
Project 3
Project 2
Project 1B:
Translation
DUE
DUE
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.

Reading Week: February 17 – 21, 2020

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

Moodle @ York University