EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 4002 3.0 SECTION S
TYPE IN MOTION
FALL 2019 / WINTER 2020

Last Modified Date: 01/13/2020

COURSE CALENDAR DESCRIPTION
Explores the storytelling abilities of motion design for broadcast and cinema using the temporal and sequential aspects of typography, image and sound. Work is created using both analog and digital methods, and is deliberately focused on using experimental techniques and graphic means to make graphic communication. Prerequisite: FA/YSDN 2007 3.00 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply. Integrated with GS/MDES 5402 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>Campbell, Breck</td>
<td>Sec. S / STDO / W</td>
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SPECIAL FEATURES

YSDN 4002 | Winter 2020 | York / Sheridan Program in DesignType in MotionProfessor: Breck Campbell, breck.campbell1@sheridancollege.caTime & Location: Fridays, 9:00 am – 1:00 pm, room J218Prerequisites: fa/ysdn 2007 or permission of the Department of Design.Course Drop Date: The last day to drop this course without receiving a grade is March 14th.1. Special FeaturesType in Motion explores the storytelling abilities of motion design for broadcast and cinema using the temporal and sequential aspects of typography, image and sound. Work is created using both analog and digital methods, and is deliberately focused on using experimental techniques and graphic means to make graphic communication.2. Topics & ConceptsThis course will give students an understanding of time as a design element within the context of both analog and digital media. The focus of the course is typographic in nature, however secondary elements such as sound and video will also be incorporated into both exercises and projects. The main areas covered in this course are:
• Typography in the context of multimedia technologies
• Motion graphics software tools
• Time as a design element
Skill and competence with Adobe Illustrator / Photoshop is a mandatory prerequisite for this course.
Awareness and some proficiency with Adobe After Effects and/or a non-linear editing or animation program will be an asset.

3. Learning Outcomes
Upon successful completion of this course, students will have demonstrated their abilities to:
• Understand and apply the design process in the development of effective design solutions
• Achieve depth and breadth in concept and image development
• Visualize concepts with clarity and economy
• Organize and prioritize information and workflow
• Communicate verbally and in written form their work process and resolution
• Critique the work of colleagues
• Achieve professional standards in the presentation of compositions and prototypes

4. Graded Assessment

30%
20%
40%
10% Project 1; Parts A & B (15% each) Project 2: Beginnings Project 3: Long Story Short Participation and Attendance

Projects will be graded on the following criteria:

Process Work: Quality, breadth & depth of exploration, experimentation and technical research.
Expression: Effectiveness, originality and clarity of communication.
Execution: Visual and technical quality, and typographic detail.
Presentation: Written statements, workflow sheet, participation and adherence to specifications.

Program Grading System

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.).

Manage My Academic Records

http://myacademicrecord.students.yorku.ca/

Range Description

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.
excellent work Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality.
very good work Thorough knowledge of concepts and techniques together with a fairly high degree of skill in the use of those concepts/techniques.
good work Good level of knowledge of concepts and techniques together with considerable skill.
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.
fairly competent work Acceptable level of knowledge of concepts and techniques together with some skill.
passing work Slightly better than minimal knowledge of required concepts and techniques together with limited skill.
poor work Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.
very poor work
inadequate work

Grade Percent
A+ 9 90 – 100%
A 8 80 – 89%
B+ 7 75 – 79%
B 6 70 – 74%
C+ 5 65 – 69%
Grade
Point
Grade Attendance & 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. Exceptions 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.
Assignment Submission
Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments for this course must be received on the due date specified for the assignment. Assignments are to be handed in at the beginning of class on their due date in the format specified by the assignment outline provided by the Course Instructor.
Lateness Penalty
Assignments received later than the due date will be penalized 10% per business day that the assignment is late. 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).
Missed Tests
Students with a documented reason for missing a course project deadline or a test, such as illness, compassionate grounds, etc., which is confirmed by supporting documentation (e.g., doctor’s letter) may request accommodation from the Course Instructor. Further extensions or accommodation will require students to submit a formal petition to the Faculty. Alternate Exam and Test Scheduling can be found at http://altexams.students.yorku.ca/.
Student Responsibilities
• It is the responsibility of the student to respect intellectual property and copyright law.
• Students must provide the Course Instructor with an active email address which is checked on a regular basis; all communication with the Course Instructor outside of regular class hours should be conducted by email—this includes notice of lateness or absence.
• It is the responsibility of the student to inform the Course Instructor, in a timely fashion, of any problems that may interfere with the student’s progress in the course.
• All work intended for final print output must always be printed prior to class in preparation for in-class critiques and discussion.
• It is the responsibility of the student to make themselves familiar with the course outline and come to class prepared for the activities listed therein. This includes arriving for guest lectures having prepared yourself ahead of time with knowledge of the speaker and their work.
• Each student is expected to present their work and process in individual, small-group, and full-class critiques.
• Students are expected to listen actively and take notes in class and during lectures—lecture hand-outs will not always be provided. Lecture slides and handouts contain copyright material, and must not be redistributed in any manner.
• It is the responsibility of the student to always back up their digital work. Every student is expected to have current project files available for critique according to the course outline. Use Digital Locker or
external drives to back up work. The hard drives on the lab computers are not intended for storage of student work and will be trashed of all files on a regular basis.

- Use of the Design facilities and equipment is for the proper completion of assigned design projects only. Privileges may be withheld for improper use. Late 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.

**Academic Policies:**

All students are expected to familiarize themselves with the following information—please note that this information is subject to periodic update. The Senate Academic Standards, Curriculum and Pedagogy Committee (ASCP) provides a Student Information Sheet that includes:

**Academic Honesty and Integrity**

YSDN students are required to maintain the highest standards of academic honesty and they are subject to the Senate Policy on Academic Honesty (http://secretariat-policies.info.yorku.ca/policies/academic-honesty-senatepolicy-on/). The Policy affirms the responsibility of faculty members to foster acceptable standards of academic conduct and of the student to abide by such standards. There is also an academic integrity website with comprehensive information about academic honesty and how to find resources at York to help improve students’ research and writing skills, and cope with University life. Students are expected to review the materials on the Academic Integrity website at - http://www.yorku.ca/academicintegrity/

**Access/Disability**

York University is committed to principles of respect, inclusion and equality of all persons with disabilities across campus. The University provides services for students with disabilities (including physical, medical, learning and psychiatric 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. Student’s in need of these services are asked to register with disability services as early as possible to ensure that appropriate academic accommodation can be provided with advance notice. 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. Additional information is available at the following:

- Counselling & Disability Services - http://cds.info.yorku.ca/
- York Accessibility Hub - http://accessibilityhub.info.yorku.ca/

**Ethics Review Process**

YSDN 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. If you are in doubt as to whether this requirement applies to you, contact your Course Director 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. 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 (PDF)

**Student Conduct in Academic Situations**
Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom and other academic settings, 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. The policy and procedures governing disruptive and/or harassing behaviour by students in academic situations is available at [http://secretariat-policies.info.yorku.ca/policies/disruptiveandor-harassing-behaviour-in-academic-situations-senate-policy/](http://secretariat-policies.info.yorku.ca/policies/disruptiveandor-harassing-behaviour-in-academic-situations-senate-policy/)

**Grading Scheme & 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. Final course grades may be adjusted to conform to Program or Faculty grades distribution profiles. [http://secretariat-policies.info.yorku.ca/policies/grading-scheme-and-feedback-policy/](http://secretariat-policies.info.yorku.ca/policies/grading-scheme-and-feedback-policy/)

"**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.

**Design Award Shows & 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: (1) Enter the competition, pay entry fees and postage and arrange for delivery; (2) Provide written proof that they have received an award/prize, and (3) 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 (email: bbatke@yorku.ca) for reimbursement after you receive the award.

at york university

**Student Accessibility Services**

[yorku.ca/accessibility-services](http://yorku.ca/accessibility-services)

(416) 736-5755

**Bennett Centre for Student Services w128**

Provides educational support to students with documented learning disabilities, attention disorders, and Autism Spectrum Disorder (ASD). (416) 736-5383

**Bennett Centre for Student Services n110**

Provides educational support to students with documented mental health disabilities. (416) 736-5350

**Ross Building n108**

Provides educational support to students with documented physical, sensory & medical disabilities. (416) 736-5140

**Student Counselling & Development**

Bennett Centre for Student Services n110

[yorku.ca/student-counselling](http://yorku.ca/student-counselling)

(416) 736-5297

**Accommodations For Disabilities**

At Sheridan College

**Accessible Learning Services**
Trafalgar Campus: Room B104. 905-845-9430 x8196
www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services

**Counselling Services**
Trafalgar Campus: Room B104. (905) 845-9430, ext. 2557
www.sheridancollege.ca/life-at-sheridan/student-services/counselling-services.aspx

**Health Services**
Trafalgar Campus: Room B129. (905) 845-9430, ext. 2550
www.sheridancollege.ca/life-at-sheridan/student-services/health

Note: Students in need of these services should register at both York and Sheridan as early as possible to ensure that appropriate academic accommodation can be provided. Information can be shared between the two offices to help students access the services they need in a timely manner at both campuses. It is the responsibility of the student to discuss the accommodation(s) required with the course director at the beginning of the term.

**Important University Sessional Dates**
You will find classes and exams start/end dates, reading/co-curricular week, add/drop deadlines, holidays, University closings here: https://registrar.yorku.ca/enrol/dates/fw18

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

Moodle @ York University