EXPANDED COURSE DESCRIPTION

YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 4102 3.0 SECTION S
DESIGN MANAGEMENT
FALL 2019 / WINTER 2020

Last Modified Date: 01/08/2020

COURSE CALENDAR DESCRIPTION

Examines the theories and practice of design management in contemporary organizations. Through case studies and presentations by visiting speakers, students learn to construct practical working models of management systems. Projects require students to demonstrate investigative, analytical, organizational and business-oriented communication skills. Prerequisite: Third or fourth year standing in the BDes program 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 5412 3.0.

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>
<th>Contact Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shamdani, Setareh</td>
<td>Sec. S / LECT / W</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shadlyn, Ariana</td>
<td>Sec. S / LECT / W</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SPECIAL FEATURES

1.
York University / Sheridan College Program in Design
YSDN 4102 3.0 Design Management Winter 2020
Design Management
Sheridan Section S
Course Directors: Ariana Shadlyn & Setareh Shamdani
Monday 9:00 - 13:00, J222
Ariana Shadlyn & Setareh Shamdani
designmanagementduo@gmail.com

Course consultation hours: Email only, unless otherwise requested. Email responses will be within 2 business days of receiving.

1. Course Description

Design Management examines the theories and practice of design management in contemporary organizations. This course will be a combination of case studies, presentations, visiting speakers, in class working sessions, and take-home assignments. Projects require students to demonstrate investigative, analytical, organizational, and business-oriented communication skills.

Prerequisite: Third- or fourth-year standing in the BDes program or permission of the Department of Design. Intermediate knowledge of Word, Medium, Keynote/PowerPoint 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
In this course, you will be exposed to the interplay of business and design, ultimately helping you understand how your skills, interests, and experiences fit into the new design landscape.

The main topic areas to be covered are:
1. Overview of current design-related trends in business
2. The evolving role of design as a strategic tool
3. Tactics and strategies for navigating and succeeding in the workplace

This course meets for three hours, for twelve weeks. Class time will be divided between lectures, discussions, individual and group work. It is expected that you will put time into this course outside of the allotted classroom time. The workload consists of individual assignments, groups projects, and a few select readings.

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
There are no required textbook for this course. The majority of mandatory readings will be excerpts from books and articles. These will be presented no less than one week prior to the relevant lecture.

Additional readings may be assigned or recommended during the course.

Course material: lectures, readings, and assignments can be located in the Course Google Drive.

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

- Demonstrate a broad knowledge of the discipline of design management and how it fits into the current business and design landscape.
- Demonstrate skills for communication and collaboration in teams (both in person and remotely)
- Demonstrate abilities in research, analysis, and critical thinking in relation to design management.
- Clearly communicate their design philosophies.

4. Graded Assessment
The proportional weighting of the coursework is:

Assignment #1 25%
Assignment #2 30%
Assignment #3 20%
Assignment #4 10%
Attendance/Participation 15%

Projects and exercises will be graded at each stage of development as outlined in the briefs. A grading sheet will be returned with each project.

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.

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 class on the appropriate date.

Assignments received later than the due date will be penalized 10% per business day that the assignment is late.

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 Director. Further extensions or accommodation will require students to submit a formal petition to the Faculty.
Regular and punctual attendance is required 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.

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

<table>
<thead>
<tr>
<th>Grade Gr.</th>
<th>Pt.</th>
<th>Percent Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>9</td>
<td>90 – 100%</td>
<td>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.</td>
</tr>
<tr>
<td>A</td>
<td>8</td>
<td>80 – 89%</td>
<td>EXCELLENT WORK Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality.</td>
</tr>
<tr>
<td>B+</td>
<td>7</td>
<td>75 – 79%</td>
<td>VERY GOOD WORK Thorough knowledge of concepts and techniques together with a fairly high degree of skill in the use of those concepts/techniques.</td>
</tr>
<tr>
<td>B</td>
<td>6</td>
<td>70 – 74%</td>
<td>GOOD WORK Good level of knowledge of concepts and techniques together with considerable skill.</td>
</tr>
<tr>
<td>C+</td>
<td>5</td>
<td>65 – 69%</td>
<td>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.</td>
</tr>
<tr>
<td>C</td>
<td>4</td>
<td>60 – 64%</td>
<td>FAIRLY COMPETENT WORK Acceptable level of knowledge of concepts and techniques together with some skill.</td>
</tr>
<tr>
<td>D+</td>
<td>3</td>
<td>55 – 59%</td>
<td>PASSING WORK Slightly better than minimal knowledge of required concepts and techniques together with limited skill.</td>
</tr>
<tr>
<td>D</td>
<td>2</td>
<td>50 – 54%</td>
<td>POOR WORK Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.</td>
</tr>
<tr>
<td>E</td>
<td>1</td>
<td>31 – 49%</td>
<td>VERY POOR WORK</td>
</tr>
</tbody>
</table>
| 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.

5. Additional Information
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
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.

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/student-services/health4

Course Schedule

Winter 2020 / Mondays

Reading Week

FEB 15-21

JAN. 6
JAN. 13
JAN. 20
JAN. 27
FEB. 3
FEB. 10
MAR. 2
MAR. 9
MAR. 16
MAR. 23
MAR. 30
APR. 6
FEB. 24

01 02 03 04 05 06 07 08 09 10 11 12

EXAMS

ASSIGNMENT 1
ASSIGNMENT 2
ASSIGNMENT 3
ASSIGNMENT 4

Reading Week: February 15 – 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