EXPANDED COURSE DESCRIPTION

YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 3009 3.0 SECTION B
TIME-BASED COMMUNICATION
FALL 2020 / WINTER 2021

COURSE CALENDAR DESCRIPTION

Focuses upon the visual grammar and language syntax of time-based communication and motion graphics and explores concepts and techniques involved in the integration of images, typography, digital video and audio into vibrant and persuasive communication environments. Prerequisites: FA/YSDN 1006 3.00 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

Introduces theories and formal aspects of time-based communication to the students. The course provides students with an in-depth understanding of the creative, visual and formal aspects of time-based communication from contextual, theoretical and technical points of view. Students develop a conceptual understanding of the various roles which time and motion have in the presentation of visual content. Differences and similarities between subjective and objective forms of expression, individual and public interpretation of information, and user intellectual and emotional engagement in the experience are also investigated. Changing parameters of digital publishing and cross-platform issues are also reviewed. Students learn through individual and group projects. Learning Outcomes Upon completion of this course, each student should be able to: - demonstrate a contextual understanding of issues related to time-based communication; - investigate the visual grammar and creative strategies of time-based communication; - apply creative and theoretical concepts to time-based communication; and - produce creative time-based communication projects using industry-standard computer software. Prerequisites: FA/YSDN 1006 3.0 and FA/YSDN 2005 3.0 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

INSTRUCTOR(S)

<table>
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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tbody>
<tr>
<td>Duran, Francisca</td>
<td>Sec. B / STDO / F</td>
<td><a href="mailto:franci@yorku.ca">franci@yorku.ca</a></td>
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SPECIAL FEATURES

TECHNICAL REQUIREMENTS FOR TAKING THE COURSE:

This course is delivered remotely. Students are required to participate through video conferencing, and it is expected that they also appear on video for critiques, discussions and presentations. In addition to a stable, higher-speed internet connection, students will need a computer with a camera and microphone, and/or a smart device with these features, as well as a computer for project work.

Minimum requirements below:
Minimum Internet connection speed for your device at all times: 10 Mbps Download | 3 Mbps Upload | Unlimited Usage. Test using www.speedtest.net

COMPUTER REQUIREMENTS:
Functioning Webcam, Microphone, Headphones
MAC: Intel® 6thGen or newer CPU, OS 10.13 or later, 16 GB RAM, 2 GB VRAM, 20 GB of available space for software installation, 1440 x 900 or greater monitor resolution.

WINDOWS: Intel® 6thGen or newer CPU (or AMD equivalent), Microsoft Windows 10 (64-bit) version 1803 or later, 16 GB RAM, 2 GB VRAM, 20 GB of available space for software installation, 1280 x 800 or greater monitor resolution.

REQUIRED EQUIPMENT, HARDWARE & SOFTWARE FOR COURSE WORK (details in class):
- a mobile phone, tablet or camera capable of capturing high resolution still images, full HD (1920x1080) video, and sound recording
- a tripod and mount appropriate to your camera or phone
- an external hard drive to archive media
- Ability to access Adobe Creative Cloud Software: Premiere, After Effects, Media Encoder, Photoshop and Illustrator (subscription is provided through York and Sheridan, but needs to be tested with your computer)

LOCATION:
This course depends on remote teaching and learning. There are no in-class interactions or activities on campus.

ORGANIZATION OF THE COURSE:
This course will be delivered remotely and will be taught synchronously and asynchronously during scheduled class time. The course will consist of lectures, research assignments, critiques, discussions, remote demonstrations, “in-class” activities and creative production of projects. Work on projects and exercises will extend beyond scheduled class time.

TOPICS AND CONCEPTS

COURSE DESCRIPTION
The course focuses on the visual grammar and language syntax of time-based communication and motion graphics and explores concepts and techniques involved in the integration of images, typography, digital video and audio into vibrant and persuasive communication environments.

EXPANDED COURSE DESCRIPTION
The development of digital technologies opens many design challenges and professional opportunities for graphic designers specialized in time-based communication and motion graphics. The course aims to provide students with an in-depth understanding of the creative, visual and formal aspects of time-based communication and motion graphic design from both a contextual and technical point of view. Graphic designers, with their knowledge of principles of print-based communication, typography and theories of visual communication, need to develop knowledge and understanding of processes and techniques involved in creating time-based media and define new forms of time-based communication.

The course introduces theories and formal aspects of time-based communication to the students as they gain, through individual and group projects, conceptual understanding of the role time and motion have in the presentation of content. Differences and similarities between subjective and objective forms of expression, individual and public interpretation of information, and user intellectual and emotional engagement in the experience are also investigated. Digital technology offers means and tools for development and production of time-based communication and students explore various software and hardware alternatives and assess the implications of their choices on the conceptual and technical accessibility of their work.
This course will consist of a combination of lectures, research assignments, critiques, discussions, remote demonstrations, and creative production of projects. Emphasis will be placed on the exploration of the contextual meanings of time-based design, visual syntax, visual expression, technical experimentation, and documentation of the design process.

LIST OF LEARNING OUTCOMES AND EXAMPLES OF

The purpose of this course is to assist students in developing a critical understanding and application of interactive design knowledge and practices.

The specific objectives of this course are that students will be able to:
- Critically review and create work that demonstrates an understanding of issues informing contemporary visual culture;
- Acquire a working knowledge of the design process and professional practices in time-based communication industries;
- Create and cultivate a collaborative and positive team-work environment;
- Undertake independent creative and technical learning and research;
- Integrate and extend principles and practices across the design field.

GRADED ASSESSMENT

The final grade for the course will be based on the following items weighted as indicated:
- Exercises 20%
- Project 1 25%
- Project 2 35%
- Documentation 10%
- Attendance and Participation 10%

When grading individual projects and assignments, you will be graded on the following four distinct aspects of the work:

1. Concept and Ideas–their originality and relevance to the problem. Lateral Thinking abilities, analysis of project requirements, understanding of the problem and its parameters, goals and objectives.
2. Refinement of the Concept–the ability to take the original idea(s) and further develop/improve and apply them. Vertical Thinking abilities, critical evaluation of ideas and solutions.
3. Skills–translation of ideas to visually & technically refined forms, demonstrated throughout the design process from early sketches to the finished state.
4. Presentation–the ability to communicate (visually, verbally and in written form) the systematic and logical direction your synthesis of the problem-solving process has taken. Appropriateness of the final visual resolution of the project or exercise.

Course grades and continuing success in the course will be significantly affected by:
- frequent lateness and absence;
- coming to class unprepared to participate in the critique and presentation of studio work;
- late submission of projects.

PROGRAM 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/techniques in satisfying the requirements of an assignment/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/techniques.

B 70 – 74% GOOD WORK
Good level of knowledge of concepts and techniques together with considerable skill.

C+ 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 60 – 64% FAIRLY COMPETENT WORK
Acceptable level of knowledge of concepts and techniques together with some skill.

D+ 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 31 – 49% VERY POOR WORK
F 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 visit http://www.yorku.ca/finearts/sas/gpa.htm

Assignment Submission
Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments are to be submitted online on the appropriate date, to instructor specifications.

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.

ATTENDANCE AND LATENESS
Regular and punctual attendance is required professional behaviour in professional design practice and therefore attendance for synchronous portions of each class and for critiques will be documented as part of the participation grade for the course. In the case where a student is not able to attend a synchronous class due to technical issues, or other circumstances, they are responsible for informing the instructor and staying on track with the required course work.
Four or more absences during the term without proper documentation can seriously impact a student's final grade. Valid reasons for absences and lack of participation in the course including illness, compassionate grounds, etc., may be considered by the instructor but will require supporting documentation (e.g. a doctor’s letter or official accommodations).

STUDENT’S RESPONSIBILITIES
1. Always back-up/save/archive digital work on at least two different mediums (e.g. a cloud service and a flash drive). Computer hard drives in the labs (used remotely) will be erased of all student files on regular basis.
2. Inform the course instructor, in a timely fashion, of any problems that may interfere with the students’ progress in the class.
3. Read and understand university policies and important course information (see next section).

ADDITIONAL INFORMATION

The last date to drop a fall term (F) course without receiving a grade: November 6, 2020
Last date to drop a winter term (W) course without receiving a grade: March 12, 2021
Last date to drop a full year (Y) course without receiving a grade: February 5, 2021

ACADEMIC POLICIES / INFORMATION

The Senate Academic Standards, Curriculum and Pedagogy Committee (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

http://secretariat.info.yorku.ca/files/CourseInformationForStudentsAugust20121.pdf
http://secretariat.info.yorku.ca/senate/

ADDITIONAL INFORMATION / YORK UNIVERSITY
- Academic Accommodation for Students with Disabilities
- 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://www.registrar.yorku.ca/enrol/dates/index.htm
- Manage my Academic record

http://myacademicrecord.students.yorku.ca/ exams start/end dates, reading/co-curricular week, add/drop deadlines, holidays, University closings and more.

- “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.

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

Moodle @ York University