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## Design Workshop FA/YSDN 4004 6.0

Fall 2015 / Winter 2016

### YORK

Section A: Tuesday 8:30-12:30 - 4031 TEL

Course Director: D. Cabianca cabianca@yorku.ca

Office Hours: By Appointment

Section B: Tuesday 8:30-12:30 - 4028 TEL

Course Director: E. Hobart zab@yorku.ca

Office Hours: By Appointment

Section C: Tuesday 8:30-12:30 - 4028 TEL

Course Director: P. Sych paulsych@yorku.ca

Office Hours: By Appointment

### SHERIDAN

Section G: Monday 9:00-13:00 - J223

Course Director: M. Bartlett myles.bartlett@sheridancollege.ca

Office Hours: By Appointment

Section H: Monday 9:00-13:00 - AA1A

Course Director: J. March james.march@sheridancollege.ca

Office Hours: By Appointment

Section J: Friday 9:00-13:00 - J219

Course Director: A. Rallo adam.catalyst@me.com

Office Hours: By Appointment

Section K: Friday 9:00-13:00 - J223

Course Director: M. Gabriele mgabriel@yorku.ca

Office Hours: By Appointment

Year course. Required practicum. Prerequisites: All required practicum and studies courses or permission of the Department. Can only be taken in graduating year.

### Course Description

Students develop a self-directed project involving extensive research and use a multi-disciplined approach in solving two-dimensional, three-dimensional, and interactive digital design problems. The project proposal is adjudicated by the Course Directors.

### Expanded Course Description

Design Workshop presents students with the opportunity to conceive, develop and finalize their own work independently, under the supervision of a course director and with peer involvement. Students must take into account the practical, economic, cultural and aesthetic challenges of their project as if for a real-world audience.

Design Workshop is unique in the program. It first requires you to research and investigate a given theme, developing an understanding of the many aspects of the theme. The ultimate design objects are not predetermined. Only after thorough research and consideration of intended audiences will you begin to define what forms your designs will take. Working with your Course Director, you will finalize the definition of designed objects, making sure they constitute acceptable results for the three-credit Winter term.

You will be encouraged to research the thematic material both through conventional library and other sources, as well as to investigate it visually by documenting aspects of it in our environment. You will have to leave your computer and venture out to other sources of information, as well as to witness and visually record manifestations of the theme in the world around you.

During the Fall term all students will engage in primary and secondary research to explore the theme. They will report on the results of their research and develop a proposal for a design project that integrates their research as project content. During the Winter term students will complete their design project deliverables.

Class time is allocated for ongoing work on projects as well as personal and group critiques. There will be special lectures on topics related to selected themes. Workshop time will thus consist of:

- ongoing work on projects
- presentation, by students, of work in progress
- discussion of work challenges and related questions with faculty and peers
- special lectures

#### MATERIALS

Specific requirements and some specific materials may be required for completion of projects. Their cost will vary depending on the materials and techniques chosen by each student.

#### SPECIAL CONDITIONS

Please note that the format for Design Workshop does not allow for teaching of new technology. Students must be able to complete projects at the level they have already achieved with print or interactive media.

#### ELIGIBILITY FOR PROFESSIONAL DIGITAL CERTIFICATE

Workshop will count for three credits towards the Professional Digital Certificate only if students pursue a multimedia project. Multimedia projects that are more involved can be worth six credits only upon approval of the course director. Information regarding the digital certificates can be found at:

<http://www.yorku.ca/finearts/ugrad/digital-design.htm>

## Course Learning Objectives

### PROFESSIONAL

Upon successful completion of this course, students will be able to:

- conduct individual academic and visual research and prepare a research report
- conceive an appropriate overall project and break it down into its component parts
- negotiate a project proposal based on a research report
- present ideas, challenges and questions to an audience of peers and instructors
- critique the work of other students in an observant, constructive manner
- set appropriate, realistic deadlines and meet them
- manage all aspects of a project responsibly
- work with others in a cooperative and collegial way

### TECHNICAL AND THEORETICAL

Upon successful completion of this course, students will demonstrate:

- extended and refined knowledge of design theory and information technologies
- an increased awareness of strategic goals, client relationship and identifying issues surrounding the design process
- develop a design intelligence and sensitivity that extends beyond the visual aesthetic

## Themes

You should begin with themes of large, general and worldwide interest with many facets, involving many disciplines such as science, ethics and cultural studies, and themes about which many views are held. This approach is similar to some major international design competitions which state a general theme, and expect the design community to provide new insights into it and its ramifications. Through both your academic research, your experience of the theme and your visual research, you will establish an area within the theme to pursue further, ultimately determining the design deliverables that you complete for the course.

## Recommended Supplementary Texts for Research

Bell, Judith. *Doing Your Research Project*. 5th ed., Open University Press.

Booth, Wayne C., Gregory G. Colomb and Joseph M. Williams, *The Craft of Research*, 3rd edition. The University of Chicago Press, 2008.

Noble, Ian and Russell Bentley. *Visual Research: An Introduction to Research Methodologies in Graphic Design*, AVA Publishing, 2005.

Visocky O'Grady, Ken and Jenn Visocky O'Grady. *A Designer's Research Manual: Succeed in Design by Knowing Your Clients and What they Really Need*. Rockport Publishers Inc, 2006.

Hanington, Bruce & Martin, Bella. *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions*. Rockport Publishers, 2012.

## Evaluation

### DEFINITIONS OF EVALUATION CRITERIA

*Concept:* Originality, appropriateness and the ability to articulate the merits and processes involved in the solution. Does the final solution have impact? Is it innovative, relevant and informative?

*Process:* The ability to analyze ideas within the framework of project requirements, to conduct research, to explore a wide range of initial approaches, and to test and refine solutions.

*Presentation (Live):* The ability to make concepts and information clear through verbal explanations. The ability to use visual materials to support the communication of ideas. Use of adequate volume, connecting to the audience, and making information interesting for the intended audience.

*Presentation (Production):* Overall production quality of presented materials.

*Project Management:* The ability to meet deadlines on a consistent basis, to break down a project into phases and manage the work with minimal supervision. (A critical skill for transition to professional practice.) Students are expected to proactively move the project forward through critical phases while maintaining a strong link to the research and the given theme.

*Participation:* Participation in all class activities and lectures is important to the learning process. Students are expected to attend all classes, be punctual and participate in critiques and class discussions.

### FALL TERM GRADES

- 15% Visual Essay (5% Exploratory Week 4 / 10% Final Week 8)
- 30% Research Report (10% Preliminary Week 4 / 20% Final Week 8)
- 30% Design Proposal Week 10
- 15% Fall Project Documentation with Reflective Assessment Week 12
- 10% Participation & Attendance Week 12

### WINTER TERM GRADES

- 10% Work in Progress Presentation 1 Week 3
- 10% Work in Progress Presentation 2 Week 6
- 50% Design Deliverables Week 12
- 10% Process Documentation Week 12
- 10% Project Management
- 10% Participation & Attendance

### FINAL COURSE GRADE

Grades from the Fall and Winter semesters are averaged together to determine the final course grade. Course grades and continuing in the course will be significantly affected by:

- frequent lateness and absence
- coming to class unprepared to participate in studio work, critique and presentation
- absence at appropriate lectures

## Grading, Assignment Submission, Lateness Penalties, and Missed Tests

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.)

(For a full description of 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 AMPD 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	Grade Point	Percent	Range Description
A+	9	90 – 100%	RARE AND EXCEPTIONAL 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	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>

**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 class on the appropriate date.

**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 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 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).

Students will be responsible for all academic, financial penalties and consequences resulting from their non-attendance.

**Additional Information****PROPER USE OF FACILITIES**

Use of the YSDN facilities and equipment is for proper completion of assigned projects only. Privileges may be withheld for improper use. Lateness 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.

**Important Course Information for Students**

All students are expected to familiarize themselves with the following information:

**ACADEMIC HONESTY & INTEGRITY**

YSDN students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty <http://www.yorku.ca/univsec/policies/document.php?document=69>.

There is also an academic integrity website with complete information about academic honesty. Students are expected to review the materials on the Academic Integrity website: <http://www.yorku.ca/academicintegrity>

## OCCUPATIONAL HEALTH & SAFETY

Students must be aware of ergonomic factors related to the course work and should practice recommended exercise to prevent developing occupational related health problems. Please refer to the following web page for details: <http://ergo.info.yorku.ca/>

## ACCESSIBILITY/DISABILITY SERVICES

Both York and Sheridan provide services for students with disabilities (including learning, mental health, physical, sensory and medical disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at both institutions.

Students in need of these services are asked to register at both York and Sheridan as early as possible to ensure sufficient advance notice so that appropriate academic accommodation can be provided. 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 these services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

### At York University:

Additional information is available at [www.yorku.ca/cds](http://www.yorku.ca/cds) or by contacting the offices of the disability service providers:

Learning Disability Services - W128 Bennett Centre for Student Services (BCSS), 416-736-5383,

[www.yorku.ca/cds/lds](http://www.yorku.ca/cds/lds)

Mental Health Disability Services - N110 BCSS, 416-736-5297, [www.yorku.ca/cds/mhds](http://www.yorku.ca/cds/mhds)

Physical, Sensory and Medical Disability Services - N108 Ross Building, 416-736-5140, [www.yorku.ca/cds/psmds](http://www.yorku.ca/cds/psmds)

The York Senate Policy on Accommodating Students with Disabilities is available at <http://www.yorku.ca/secretariat/policies/document.php?document=68>.

### At Sheridan College:

Accessible Learning Services is located in Room B104, Trafalgar Campus. 905-845-9430 x2530  
[www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services.aspx](http://www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services.aspx)

### Counselling Services

[www.sheridancollege.ca/life-at-sheridan/student-services/counselling-services.aspx](http://www.sheridancollege.ca/life-at-sheridan/student-services/counselling-services.aspx)

### Health Services

[www.sheridancollege.ca/life-at-sheridan/student-services/health.aspx](http://www.sheridancollege.ca/life-at-sheridan/student-services/health.aspx)

## ETHICS REVIEW PROCESS

YSDN students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants at <http://www.yorku.ca/secretariat/policies/document.php?document=94>. 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 and Sheridan are 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 at York, Student Client Services, Student Services Centre or online at [http://www.registrar.yorku.ca/pdf/exam\\_accommodation.pdf](http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf). Further information on religious observance is available at <https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs>.

#### STUDENT CONDUCT

Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect and to refrain from actions disruptive to such a relationship. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom, 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. A statement of the policy and procedures involving disruptive and/or harassing behaviour by students in academic situations is available on the York website <http://www.yorku.ca/univsec/policies/document.php?document=82>.

#### Entering External Design Award Shows and 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:

- Enter the competition, pay entry fees and postage and arrange for delivery;
- Provide written proof that they have received an award/prize, and
- 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 ([bbatke@yorku.ca](mailto:bbatke@yorku.ca)) for reimbursement after you receive the award.