

YORK UNIVERSITY
/SHERIDAN COLLEGE
PROGRAM IN DESIGN

2018/19
HANDBOOK

Mission

The York/Sheridan Program in Design emphasizes creative and strategic thinking, and combines practice, theory and history to educate the design leaders of tomorrow. We serve a national constituency by offering a comprehensive university experience that addresses the social, cognitive, and technological implications of professional practice.

This program combines the faculty and resources of two leading institutions who are committed to excellence in teaching and to the development of the design discipline and applied research. Our curriculum focuses upon the practicum areas of communication, information, and interactive multimedia, supported by design studies. Students learn to communicate information and ideas using design methodologies and visual principles of form, imagery, and typography.

Located in Toronto, the third largest centre for design in North America, this four-year honours degree program strives to assume a leadership role in design education and maintains strong links with the design profession, the corporate sector, and various graphic design associations.



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Welcome

We extend a warm and enthusiastic welcome to all students, faculty and staff. As we prepare for an exciting new year, it is appropriate to reflect on significant events and achievements within the York/ Sheridan Program in Design in 2017/18.

Our students once again distinguished themselves in international, national and local design competitions.

YSDN students continued to do extremely well with the RGD student awards in 2017 with 15 honourable mentions and three national category winners. Mohit Gupta took home the Milestone Integrated Award for Digital Marketing Design, Lauren Holden was presented the Forge Award for Typographic Design, and Joanne Mac received the Gravity Inc. Award for Social Good Design.

Students won seven Applied Arts Awards in a variety of categories: Sarah Wong in Graphic Design, Mohit Gupta in Mobile Design, Lauren Holden in Website Design, Joanna Song in Mobile Design, Eryn Tang in Packaging Design, Cristina Bolzon for Entire Design Campaign Program, and Camilla Dinardo for Entire Design Campaign Program.

Students Mohit Gupta and Sarah Wong were also recipients of merit awards from the Advertising & Design Club of Canada. For the international Adobe Design Achievement awards, Mohit Gupta was a finalist and Becky Thai earned an honourable mention.

Danielle Sheahan, class of 2018, competed with top graduating students from all departments within the School of the Arts, Media, Performance and Design to receive the Phillip Silver Scholarship, a prestigious cash award.

Over the past year we continued to create opportunities for students to interact directly with leading design studios in Toronto through intensive workshops hosted by RL Solutions, Konrad Group, and Watt International. Guest speakers from various companies, including FiftyThree, IBM, Bakken & Bæk, Facebook, Amazon, frequently visited the classrooms, instilling the richness of opportunities available to students upon graduation.

In October 2017, York hosted a lively panel discussion entitled, *The Garden of Forking Paths: Designers in Tech*. The panelists: alumni Nate Butler ('16) of Facebook; Maggie Fost of Facebook; Masha loveva of Instagram; and alumni Janice Wong ('08) of Doblin shared stories of their working lives that led to the positions they hold now (they are not all programmers!)

Throughout the winter term alumni returned, both in-person and virtually, to share their experiences since graduating from YSDN with current third-year students in the Design Placement course. Their stories and advice for students are inspiring and as varied as the alumni themselves. Current students continued to secure prestigious summer placements in these top firms, major cultural institutions and a wide variety of other design companies locally and internationally.

In March 2018, Sheridan College, in association with The Alcuin Society of Canada, Canada Type, the Association of Registered Graphic Designers, and the Letterform Archive sponsored a book launch and talk by Bruce Kennett on W. A. Dwiggins, a renowned American calligrapher and type designer, who is credited with coining the term Graphic Design in the 1920s. His book, titled *W. A. Dwiggins: A Life in Design* was launched at the reception following the talk at the Arts & Letters Club in downtown Toronto.

Faculty members at both institutions continued their varied and diverse programs of design research and creative practice. Over the past year faculty members have been involved in international conferences, international teaching and curatorial commissions, giving public talks, and publishing articles.

The York/Sheridan Program in Design is committed to creating a rigorous academic experience as demonstrated by the considerable achievements of students and faculty in the past year. We aim to build on this remarkable record in the year ahead and continue our leadership in design education in North America.

ANGELA NORWOOD

Chair, Department of Design
School of Arts, Media, Performance & Design
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JAMES MARCH

Coordinator, York/Sheridan Program in Design
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Program of Study

The York/Sheridan Program in Design (BDes Honours), which provides a professional education in a humanistic context, is jointly run by the design departments of York University and Sheridan College. Students in the York/Sheridan Program in Design (BDes Honours) enrol in courses at both institutions. Students will take courses at both institutions through their four years of design education.

The York/Sheridan Program in Design offers a comprehensive, intensive and professional education in visual communication design. The curriculum reflects the distinct theoretical, research and practicum focus and needs of the design profession. Students in the program benefit from small practicum classes, design studies classes and a placement program. The design practicum courses focus on three major areas of communication design: Communications, Information, and Interactive/Multimedia Design; the design studies courses provide an integrated approach to design history, research and theory, design management, and critical issues in design.



Degree Requirements

✦ Bachelor of Design (Honours) Major (120 credits)

18 credits in General Education;
12 credits in Fine Arts Electives – non-YSDN;
12 additional credits – Free Electives;
78 credits in YSDN:

24 credits in Design Studies including:
Critical Issues in Design FA/YSDN 1101 3.0
History of Design FA/YSDN 2102 3.0
and one of FA/YSDN 2105 3.0, FA/YSDN 2106 3.0, FA/YSDN 2107 3.0,
FA/YSDN 2108 3.0, or FA/YSDN 2109 3.0
Research in Design FA/YSDN 3112 3.0 (formerly FA/YSDN 2103 3.0) *
Design Placement FA/YSDN 3111 3.0
Professional Aspects of Design FA/YSDN 4104 3.0
with an additional 6.0 credits at the 3000 or 4000 level;

*Note: Effective as of 2017/18, Research in Design (FA/YSDN 2103 3.0) will change its course number to FA/YSDN 3112 3.0 and will become a required course at the 3000-level for the YSDN program.
FA/YSDN 2103 3.0 Research in Design will not be offered in 2017/18 but will return in 2018/19 as FA/YSDN 3112 3.0 for students entering their third year in the YSDN program or who have not previously taken it prior.

54 credits in Design Practicum including:
Visual Language FA/YSDN 1001 3.0
Design & Image FA/YSDN 1002 3.0
Typography 1 FA/YSDN 1005 3.0
Fundamentals and Methods: Visual Interaction Design FA/YSDN 1006 3.0
(formerly Interactivity Design 1)
Typography 2 FA/YSDN 2003 3.0
Communication Design 1 FA/YSDN 2004 3.0
Processes and Workflows: Visual Interaction Design FA/YSDN 2005 3.0
(formerly Interactivity Design 2)
Typography 3 FA/YSDN 2007 3.0
Information Design Concepts and Methodologies FA/YSDN 2008 3.0
(formerly Information Design 1)
Design Workshop FA/YSDN 4004 6.0
with an additional 9.0 credits at the 3000 or 4000 level, and an additional 12 credits at any YSDN level.

Effective as of 2011/2012 academic year:

Six credits from the FA/1900 3.00 series of courses, *outside of the major*, are required of all School of Arts, Media, Performance & Design degrees. These courses can be counted as Humanities, Free Elective or Fine Arts Elective but cannot be counted more than once. For students admitted to the School of Arts, Media, Performance & Design with a minimum of 54 transfer credits, the 6 credits from the FA/1900 3.00 series of courses outside the major are optional.

For all students registered prior to the 2011/2012 academic year: FACS 1900 6.0 Arts & Ideas is required of all students admitted to a first undergraduate degree program in the School of Arts, Media, Performance & Design in 1997 or later (can be counted as Humanities, Free Elective or Fine Arts Elective but cannot be counted more than once).

⋮ Honours BDes Major – 2nd Degree Requirements

Students who hold a degree from an accredited institution may apply to the School of Arts, Media, Performance & Design to obtain a second undergraduate degree in a different discipline (major). Students who hold an Ordinary (not Honours) degree in design from another accredited institution may apply to the School of Arts, Media, Performance & Design to obtain an Honours degree in design. Students who hold an honours degree in design from another institution are not eligible for this program.

In all cases, second degree candidates are required to:

1. Complete a minimum of 30 additional credits at York University in accordance with Senate residency requirements. Courses taken as part of the first degree cannot be used to satisfy this requirement;
2. Fulfill all the requirements of the major program.

The in-faculty requirement (39 credits for design majors) must be regarded as the minimum number of additional courses leading to a second degree (FA/YSDN courses taken at Sheridan College count towards this requirement). Depending on the credit awarded for previous studies, the actual number of courses required for a second degree in design may exceed that number.

⋮ Academic Standing

Students admitted to the York/Sheridan Program in Design are required to maintain a Major Grade Point Average of at least 5.0 and an Overall Grade Point Average of at least 5.0 in order to continue in and graduate with an Honours degree. A student whose Cumulative Grade Point Average falls below 5.0 (C+) during the course of his or her studies may proceed in an Honours program, on warning, provided the year level progression requirements set out below are met:

Year Level	Credits Completed	Major Grade Point Average	Cumulative Overall Grade Point Average
Year 1	fewer than 24 credits	5.0	4.0
Year 2	24 to 53 credits	5.0	4.2
Year 3	54 to 83 credits	5.0	4.8
Year 4	84	5.0	5.0

YSDN students whose Overall and/or Major GPAs fall below the requirements listed above must submit a “CHANGE MY PROGRAM REQUEST” form to enter a BA degree program if they wish to continue their studies at York.

Students who have received the academic decision to exit the program will not be able to enrol in courses for the Fall/Winter session.



DEAN'S HONOUR ROLL:

The Dean's Honour Roll recognizes the academic achievements of the following:

- Students who have taken 12 to 17 credits: in a given session, who have achieved a Sessional Overall GPA of 8.0 or higher.
- Students who have taken 18 or more credits: in a given session, who have achieved a Sessional Overall GPA of 7.5 or higher.
- Graduating students who have achieved Overall and Major GPAs of 7.0 or higher.

GRADUATION HONOURS:

York/Sheridan Program in Design students with the following grade point averages, both in their major discipline and overall, will have their degrees classified as Bachelor of Design (Honours):

- 7.50 cum laude
- 7.80 magna cum laude
- 8.00 summa cum laude

⋮ Advanced Standing

Students admitted to the York/Sheridan Program in Design, that have attended another post-secondary institution *may* be granted credits towards their degree. It is possible that not all credits awarded may be applicable to the degree program. Because of the prerequisite structure of the program, students may not be able to take as many design courses in each of their years of study in the program. In this case, students may take courses outside of design for which they are eligible, in order to maximize the program fee which they must pay each year. Advanced standing students may need to complete three to four full years of study to complete the York/Sheridan Program in Design. Design students with advanced standing must make an appointment with the Design office to review their study plan for the completion of the BDes Honours degree.

Planning Your Studies

The curriculum reflects our commitment to enriched areas of concentration within the York/Sheridan Program in Design that are identified as our core strengths: Communication, Information, Interaction and Design Studies. There are courses in each of these areas in which students can develop their interests and define their career paths.

The degree requirements help to guide your areas of focus within the program. If students have difficulties fulfilling these requirements they should consult the Design office for individual advising based on the requirements when they entered the program.

The Handbook is intended to provide support and recommendations for students currently enrolled in the York/Sheridan Program in Design as to how to proceed through their studies and help them choose the best courses to meet their needs. The subsequent section titled “Course Descriptions” (page 14) lists the prerequisite courses required as well as options available in a specific year.

∴ 1st Year Bachelor of Design (Honours)

Note: Not all courses in the Design curriculum may be offered each year. The courses not offered in FW 18/19 are indicated with †.

Students admitted to the York/Sheridan Program in Design are required to maintain a Major Grade Point Average of at least 5.0 and an Overall Grade Point Average of at least 5.0 in order to continue in and graduate with an Honours degree.

REQUIRED COURSES FOR 1ST YEAR DESIGN MAJORS

- FA/YSDN 1001 3.0 Visual Language Fall
- FA/YSDN 1005 3.0 Typography I Fall
- FA/YSDN 1101 3.0 Critical Issues in Design Fall
- FA/YSDN 1002 3.0 Design & Image Winter
- FA/YSDN 1006 3.0 Fundamentals and Methods: Visual Interaction Design (formerly Interactivity Design 1) Winter

REQUIRED COURSES FOR ALL SCHOOL OF ARTS, MEDIA, PERFORMANCE & DESIGN MAJORS

Effective as of 2011/2012 academic year:

Six credits from the FA/1900 3.00 series of courses, *outside of the major*, are required of all School of Arts, Media, Performance & Design degrees. These courses can be counted as Humanities, Free Elective or Fine Arts Elective but cannot be counted more than once. For students admitted to the School of Arts, Media, Performance & Design with a minimum of 54 transfer credits, the 6 credits from the FA/1900 3.0 series of courses outside the major are optional.

For all students registered prior to the 2011/2012 academic year:

EACS 1900 6.0 Arts & Ideas is required of all students admitted to a first undergraduate degree program in the School of Arts, Media, Performance & Design in 1997 or later (can be counted as Humanities, Free Elective or Fine Arts Elective but cannot be counted more than once).

OPTIONAL PRACTICUM COURSES AVAILABLE TO 1ST YEAR MAJORS

- FA/YSDN 1004 3.0 Design & Colour
- FA/YSDN 2010 3.0 3D Design
- † FA/YSDN 2011 3.0 Visualization Methods
- FA/YSDN 2012 3.0 Drawing for Design
- FA/YSDN 2013 3.0 Materials & Methods

*can be credited only as Free Electives for Design majors

OPTIONAL STUDIES COURSES AVAILABLE TO 1ST YEAR MAJORS

- † FA/YSDN 1110 3.0 Communications in the Urban Environment*
- FA/YSDN 2104 3.0 Design Thinking*

BEWARE OF OVERLOADING!

You are advised to take a maximum of three practicum courses in each of the Fall or Winter terms. Overloading of practicum courses does not allow you to produce your best work; having four strong portfolio projects is better than five mediocre ones. Many students utilize the Spring and Summer Sessions to spread coursework over the full year.

YOUR GENERAL EDUCATION REQUIREMENTS: A TIP

It is recommended that you complete your 3 General Education Requirements (one each of Humanities, Social Sciences and Natural Sciences) within your first two years of study. One way to achieve this is to take 2 General Education courses in your first year.

INTERACTIVITY FOCUS

If you are intending to focus your practicum coursework in Interactivity, please enrol in FA/DATT 1939 3.0 Making Interactive New Media Art.

ALWAYS SEEK ACADEMIC ADVISING BEFORE DROPPING COURSES!

Never drop a required course without consultation and academic advising from the Department of Design. There may be serious academic penalties in terms of not having the required course(s) necessary to continue to the next level of study.

2nd Year Bachelor of Design (Honours)

Note: Not all courses in the Design curriculum may be offered each year. The courses not offered in FW 18/19 are indicated with †.

Students admitted to the York/Sheridan Program in Design are required to maintain a Major Grade Point Average of at least 5.0 and an Overall Grade Point Average of at least 5.0 in order to continue in and graduate with an Honours degree.

REQUIRED COURSES FOR 2ND YEAR DESIGN MAJORS

- FA/YSDN 2003 3.0 Typography 2 Fall
- FA/YSDN 2004 3.0 Communication Design 1 Fall
- FA/YSDN 2005 3.0 Processes and Workflows: Visual Interaction Design (formerly Interactivity Design 2) Fall
- FA/YSDN 2007 3.0 Typography 3 Winter
- FA/YSDN 2008 3.0 Information Design Concepts and Methodologies (formerly Information Design 1) Winter

Note: Research in Design (FA/YSDN 3112 3.0 (formerly 2103 3.0)) will not be offered in 2017/2018. It will be offered in 2018/2019 for students entering third year in the YSDN program or who have not previously taken it.

DESIGN HISTORY REQUIREMENTS BEGINNING 2008/2009

FA/YSDN 2102 3.0 History of Design Fall
The course listed above is required of all Design majors. To fulfill the remaining 3 credits in the 6 credit History requirement, select one of the courses below. These courses may alternate from one year to the next, but will be offered in the Winter term only.

- † FA/YSDN 2105 3.0 History of Media in Graphic Design
- FA/YSDN 2106 3.0 Graphic Design in Canada
- † FA/YSDN 2107 3.0 History & Development of Typography
- FA/YSDN 2108 3.0 Evolution of Information Design
- FA/YSDN 2109 3.0 History and Culture of Interaction Design

OPTIONAL PRACTICUM COURSES AVAILABLE TO 2ND YEAR MAJORS

- FA/YSDN 1004 3.0 Design & Colour
- FA/YSDN 2010 3.0 3D Design
- † FA/YSDN 2011 3.0 Visualization Methods
- FA/YSDN 2012 3.0 Drawing for Design
- FA/YSDN 2013 3.0 Materials & Methods

OPTIONAL STUDIES COURSES AVAILABLE TO 2ND YEAR MAJORS

- † FA/YSDN 1110 3.0 Communications in the Urban Environment*
- FA/YSDN 2104 3.0 Design Thinking*

REQUIRED COURSES FOR ALL SCHOOL OF ARTS, MEDIA, PERFORMANCE & DESIGN MAJORS

FA/1900 3.0 6 credits outside of major
Complete this requirement if not taken in your first year.

BEWARE OF OVERLOADING!

You are advised to take a maximum of three practicum courses in each of the Fall or Winter terms. Overloading of practicum courses does not allow you to produce your best work; having four strong portfolio projects is better than five mediocre ones. Many students utilize the Spring and Summer Sessions to spread coursework over the full year.

YOUR GENERAL EDUCATION REQUIREMENTS: A TIP

It is recommended that you complete your 3 General Education Requirements (one each of Humanities, Social Sciences and Natural Sciences) within your first two years of study. Complete any outstanding General Education requirements by the end of your second year.

You are advised to tentatively plot out your preferred course selection for your final years in the York/Sheridan Program in Design at this time to ensure that you will have the proper prerequisites prior to your next year of study.

INTERACTIVITY FOCUS

If you are intending to focus your practicum coursework in Interactivity, please enrol in FA/DATT 1939 3.0 Making Interactive New Media Art.

ALWAYS SEEK ACADEMIC ADVISING BEFORE DROPPING COURSES!

Never drop a required course without consultation and academic advising from the Department of Design. There may be serious academic penalties in terms of not having the required course(s) necessary to continue to the next level of study.

*can be credited only as Free Electives for Design majors

3rd Year Bachelor of Design (Honours)

Note: Not all courses in the Design curriculum may be offered each year. The courses not offered in FW 18/19 are indicated with †.

Students admitted to the York/Sheridan Program in Design are required to maintain a Major Grade Point Average of at least 5.0 and an Overall Grade Point Average of at least 5.0 in order to continue in and graduate with an Honours degree.

REQUIRED COURSES FOR 3RD YEAR DESIGN MAJORS

- FA/YSDN 3111 3.0 Design Placement Winter
- FA/YSDN 3112 3.0 Research in Design (formerly FA/YSDN 2103 3.0) Winter

Note: FA/YSDN 3112 3.0 Research in Design (formerly 2103 3.0) will not be offered in 2017/2018. It will be offered beginning in 2018/2019 for students entering third year in the YSDN program or who have not previously taken it.

OPTIONAL DESIGN COURSES AVAILABLE TO 3RD YEAR MAJORS

Communication Design Practicum Courses

- FA/YSDN 2010 3.0 3D Design
- † FA/YSDN 2011 3.0 Visualization Methods
- FA/YSDN 2012 3.0 Drawing for Design
- FA/YSDN 2013 3.0 Materials & Methods
- FA/YSDN 3003 3.0 Typeface Design
- FA/YSDN 3004 3.0 Communication Design 2
- FA/YSDN 3010 3.0 Package Design
- FA/YSDN 3011 3.0 Editorial Design

Information Design Practicum Courses

- FA/YSDN 3008 3.0 Information Narratives and Sequences (formerly Information Design 2)
- FA/YSDN 3012 3.0 Information Mapping and Networks (formerly Information Design 3)
- FA/YSDN 3014 3.0 Environmental Graphic Design
- † FA/YSDN 3015 3.0 Typography for Information Design

Interactive/Multimedia Design Practicum Courses

- FA/YSDN 3005 3.0 User Centred Design: Prototyping and Usability (formerly Design & Systems)
- FA/YSDN 3006 3.0 Advanced Models and Speculative Interfaces: Visual Interaction Design (formerly Interactivity Design 3)
- FA/YSDN 3009 3.0 Time-based Communication
- FA/YSDN 3013 3.0 Time-based Communication 2

Design Studies Courses

- FA/YSDN 2104 3.0 Design Thinking*
- FA/YSDN 3102 3.0 Contemporary Problems in Design
- FA/YSDN 3104 3.0 Design for Public Awareness
- † FA/YSDN 3105 3.0 Self, Society and Design
- FA/YSDN 3106 3.0 Image and Influence
- FA/YSDN 3108 3.0 Design, Dissent, and the Public Sphere
- FA/YSDN 4102 3.0 Design Management
- † FA/YSDN 4105 3.0 Design Studies Seminar
- † FA/YSDN 4110 3.0 Building a Discipline

BEWARE OF OVERLOADING!

You are advised to take a maximum of three practicum courses in each of the Fall or Winter terms. Overloading of practicum courses does not allow you to produce your best work; having four strong portfolio projects is better than five mediocre ones. Many students utilize the Spring and Summer Sessions to spread coursework over the full year.

THE IMPORTANCE OF COURSE SELECTION

The courses you select in your third year will significantly influence the courses you are eligible to take in your fourth year. Now is the time to review the Degree Requirements Worksheet in the *York/Sheridan Program in Design Handbook* to ensure that you are fulfilling all the appropriate degree requirements.

This is your responsibility! You are advised to tentatively plot your preferred course selection for your final years in the York/Sheridan Program in Design at this time to ensure that you will have the proper prerequisites prior to your next year of study. After filling out the Degree Requirements Worksheet, (with careful attention to degree requirements, prerequisites, co-requisites, etc.), if you have any additional questions, please make an advising appointment with Antonia Schneider in the Department of Design by e-mail: ysdn@yorku.ca.

INTERACTIVITY FOCUS

If you are intending to focus your practicum coursework in Interactivity, please enrol in FA/DATT 1939 3.0 Making Interactive New Media Art.

ALWAYS SEEK ACADEMIC ADVISING BEFORE DROPPING COURSES!

Never drop a required course without consultation and academic advising from the Department of Design. There may be serious academic penalties in terms of not having the required course(s) necessary to continue to the next level of study.

4th Year Bachelor of Design (Honours)

Note: Not all courses in the Design curriculum may be offered each year. The courses not offered in FW 18/19 are indicated with †.

Students admitted to the York/Sheridan Program in Design are required to maintain a Major Grade Point Average of at least 5.0 and an Overall Grade Point Average of at least 5.0 in order to continue in and graduate with an Honours degree.

REQUIRED COURSES FOR 4TH YEAR DESIGN MAJORS

- FA/YSDN 4004 6.0 Design Workshop Year
- FA/YSDN 4104 3.0 Professional Aspects of Design Year

OPTIONAL DESIGN COURSES AVAILABLE TO 4TH YEAR DESIGN MAJORS

Communication Design Practicum Courses

- FA/YSDN 3003 3.0 Typeface Design
- FA/YSDN 3004 3.0 Communication Design 2
- FA/YSDN 3010 3.0 Package Design
- FA/YSDN 3011 3.0 Editorial Design
- FA/YSDN 4005 3.0 Book Design
- † FA/YSDN 4006 3.0 Sustainable Design
- FA/YSDN 4007 3.0 Corporate Identity Design
- FA/YSDN 4010 3.0 Advanced Package Design
- FA/YSDN 4013 3.0 Design Lab
- FA/YSDN 4014 3.0 Another Design Lab

Information Design Practicum Courses

- FA/YSDN 3008 3.0 Information Narratives and Sequences
(formerly Information Design 2)
- FA/YSDN 3012 3.0 Information Mapping and Networks
(formerly Information Design 3)
- FA/YSDN 3014 3.0 Environmental Graphic Design
- † FA/YSDN 3015 3.0 Typography for Information Design
- FA/YSDN 4008 3.0 Data Visualization Design
(formerly Information Design 4)

Interactive/Multimedia Design Practicum Courses

- FA/YSDN 3005 3.0 User Centred Design: Prototyping and Usability
(formerly Design & Systems)
- FA/YSDN 3006 3.0 Advanced Models and Speculative Interfaces: Visual Interaction Design (formerly Interactivity Design 3)
- FA/YSDN 3009 3.0 Time-based Communication
- FA/YSDN 3013 3.0 Time-based Communication 2
- FA/YSDN 4002 3.0 Type in Motion
- FA/YSDN 4003 3.0 Advanced Topics in Interactivity
(formerly Interactive System Design)
- FA/YSDN 4009 3.0 Interactive Objects and Environments
(formerly Design in Interactive Environments)

Design Studies Courses

- FA/YSDN 3102 3.0 Contemporary Problems in Design
- FA/YSDN 3104 3.0 Design for Public Awareness
- † FA/YSDN 3105 3.0 Self, Society and Design
- FA/YSDN 3106 3.0 Image and Influence
- FA/YSDN 3108 3.0 Design, Dissent, and the Public Sphere
- FA/YSDN 4102 3.0 Design Management
- † FA/YSDN 4105 3.0 Design Studies Seminar
- † FA/YSDN 4110 3.0 Building a Discipline

BEWARE OF OVERLOADING!

You are advised to take Design Workshop plus one practicum course in each of the Fall and Winter terms. Overloading of practicum courses does not allow you to produce your best work; having four strong portfolio projects is better than five mediocre ones.

COMPLETING YOUR DEGREE

The courses you select in your fourth year must complete the 120-credit Specialized Honours Bachelor of Design Degree requirements. **This is your responsibility!** After filling out the Degree Requirements Worksheet in the *York/Sheridan Program in Design Handbook*, (with careful attention to degree requirements, prerequisites, co-requisites, etc.), if you have any additional questions, please make an advising appointment with Antonia Schneider in the Department of Design by email: ysdn@yorku.ca.

ALWAYS SEEK ACADEMIC ADVISING BEFORE DROPPING COURSES!

Never drop a required course without consultation and academic advising from the Department of Design. There may be serious academic penalties in terms of not having the required course(s) necessary to continue to the next level of study.

BDes Honours Degree Requirements Worksheet (120 credits) For students entering the program in 2017 or after

- 18 credits** General Education
- 12 credits** Fine Arts Electives (**must be** FA courses but **must not be** YSDN courses)
- 12 credits** Free Electives (**can be** YSDN courses)
- 24 credits** Design Studies (**must be** YSDN courses) including:
- FA/YSDN 1101 3.0
 - FA/YSDN 2102 3.0 and one of FA/YSDN 2105 3.0, FA/YSDN 2106 3.0, FA/YSDN 2107 3.0, FA/YSDN 2108 3.0 or FA/YSDN 2109 3.0
 - FA/YSDN 3111 3.0
 - FA/YSDN 3112 3.0 (formerly FA/YSDN 2103 3.0)
 - FA/YSDN 4104 3.0
- with an additional 6 credits at the 3000 or 4000 level
- 54 credits** Design Practicum (**must be** YSDN courses) including:
- FA/YSDN 1001 3.0
 - FA/YSDN 1002 3.0
 - FA/YSDN 1005 3.0
 - FA/YSDN 1006 3.0
 - FA/YSDN 2003 3.0
 - FA/YSDN 2004 3.0
 - FA/YSDN 2005 3.0
 - FA/YSDN 2007 3.0
 - FA/YSDN 2008 3.0
 - FA/YSDN 4004 6.0
- with an additional 9 credits at the 3000 or 4000 level and an additional 12 credits at any level

Effective as of 2017/18 academic year:

Research in Design (FA/YSDN 2103 3.0) will change its course number to FA/YSDN 3112 3.0 and will become a required course at the 3000-level for the YSDN program. FA/YSDN 2103 3.0 Research in Design will not be offered in 2017/18 but will return in 2018/19 as FA/YSDN 3112 3.0 for students entering their third year in the YSDN program or who have not previously taken it.

Effective as of 2011/2012 academic year:

Six credits from the FA/1900 3.00 series of courses, *outside of the major*, are required of all School of Arts, Media, Performance & Design degrees. These courses can be counted as Humanities, Free Elective or Fine Arts Elective but cannot be counted more than once. For students admitted to the School of Arts, Media, Performance & Design with a minimum of 54 transfer credits, the 6 credits from the FA/1900 3.00 series of courses outside of the major are optional.

For all students registered prior to the 2011/2012 academic year:

FACS 1900 6.0 Arts & Ideas is required of all students admitted to a first undergraduate degree program in the School of Arts, Media, Performance & Design in 1997 or later (can be counted as Humanities, Free Elective or Fine Arts Elective but cannot be counted more than once).

GENERAL EDUCATION 18 CREDITS

Humanities (6.0 credits)	
Social Science (6.0 credits)	
Natural Science (6.0 credits)	

FINE ARTS ELECTIVES 12 CREDITS

DESIGN STUDIES 24 CREDITS

FA/YSDN 1101 3.0	Critical Issues in Design	
FA/YSDN 2102 3.0 plus one of:	History of Design FA/YSDN 2105 3.0, FA/YSDN 2106 3.0, FA/YSDN 2107 3.0, FA/YSDN 2108 3.0, or FA/YSDN 2109 3.0	
FA/YSDN 3111 3.0	Design Placement	
FA/YSDN 3112 3.0	Research in Design (formerly FA/YSDN 2103 3.0)	
FA/YSDN 4104 3.0	Professional Aspects of Design	
FA/YSDN 3000 / 4000	Studies – 3 credits	
FA/YSDN 3000 / 4000	Studies – 3 credits	

DESIGN PRACTICUM 54 CREDITS

FA/YSDN 1001 3.0	Visual Language	
FA/YSDN 1002 3.0	Design & Image	
FA/YSDN 1005 3.0	Typography 1	
FA/YSDN 1006 3.0	Fundamentals and Methods: Visual Interaction Design (formerly Interactivity Design 1)	
FA/YSDN 2003 3.0	Typography 2	
FA/YSDN 2004 3.0	Communication Design 1	
FA/YSDN 2005 3.0	Processes and Workflows: Visual Interaction Design (formerly Interactivity Design 2)	
FA/YSDN 2007 3.0	Typography 3	
FA/YSDN 2008 3.0	Information Design Concepts and Methodologies (formerly Information Design 1)	
FA/YSDN 4004 6.0	Design Workshop	
FA/YSDN 3000 / 4000	Level Practicum – 3 credits	
FA/YSDN 3000 / 4000	Level Practicum – 3 credits	
FA/YSDN 3000 / 4000	Level Practicum – 3 credits	
FA/YSDN any level	Practicum – 3 credits	
FA/YSDN any level	Practicum – 3 credits	
FA/YSDN any level	Practicum – 3 credits	
FA/YSDN any level	Practicum – 3 credits	

FREE ELECTIVES 12 CREDITS (Can be YSDN courses)

Credit Overview

The worksheet on the previous page will help you plan your courses and ensure that you have the necessary 120 credits in their proper distribution in order to graduate. Credit requirements for the Bachelor of Design Honours degree come from five areas, as follows:

- 18 credits General Education (further details below)
- 12 credits Fine Arts Electives (**must** be FA courses but **must not** be YSDN courses)
- 12 credits Free Electives (**can be** YSDN courses)
- 24 credits Design Studies (**must be** YSDN courses)
- 54 credits Design Practicum (**must be** YSDN courses)

120 credits

⋮ General Education Courses

The School of Arts, Media, Performance & Design curriculum is designed to acquaint students with contemporary knowledge in the humanities, the social sciences, and the natural sciences, as well as in the fine arts. At least six credits must be selected from each of the three areas listed. All three general education requirements must be completed within your first 90 credits, and it is highly recommended that you complete them within your first 60 credits.

Humanities	Natural Science	Social Science
Classical Studies	Biology	Anthropology
English	Chemistry	Economics
French Studies	Earth & Atmospheric Science	Geography
History	Environmental Studies	Political Science
Humanities	(ES/ENVS 1500 6.0)	Psychology
Languages &	Natural Science	Social Science
Linguistics	Physics and Astronomy	Sociology
Modes of Reasoning	Science and Technology	
Philosophy	Studies (SC/STS)	

Note 1: A 9-credit course in Humanities, Social Science or Natural Science will be counted as six general education credits and three non-fine arts elective credits.

Note 2: School of Arts, Media, Performance & Design students may also satisfy the Humanities general education requirements by taking FA/1900 3.0 courses outside the major. However, if these courses are counted as a Humanities course, they cannot also be counted as a Fine Arts out-of-major course.

⋮ Program Residence Requirement

While allowing students to take a certain number of courses at other universities and in other faculties of York University, in order to meet the residence requirement, the School of Arts, Media, Performance & Design requires that students complete a portion of their courses as follows:

- A minimum of 30 credits must be taken at York University. Furthermore:
- No fewer than half of the credits required for the School of Arts, Media, Performance & Design major (39 credits for Design Majors) must be taken in the School of Arts, Media, Performance & Design (i.e. courses with the prefix FA), including at least 12 credits at the 3000 or 4000 level, subject to any further prescriptions of the major department (FA/YSDN courses taken at Sheridan College count towards this requirement).

The York/Sheridan Program in Design is a four-year, 120 credit degree program. The annual (September through August) Design program fee covers a full load of 30 credits for the Fall and Winter terms. Students may also take up to 6 additional credits during the summer term.

Note: Design students who are eligible to graduate in Spring, but want to take summer courses (and haven't taken the maximum 36 credits) will be able to do so as part of their current paid tuition, if they apply to graduate in the Fall. Students should note that if they apply to graduate in the Fall and take summer courses, these courses will be included in their GPA and could affect their academic standing.

Design students who graduate in the Spring can take courses as non-degree students, but will be required to pay for them.

The University does not commit to, nor is it under any obligation to offer YSDN courses in the summer session. It is the student's obligation to determine whether a given summer course will meet BDes Honours degree requirements.

⋮ YSDN Supplementary Year Program 2018/2019

The Supplementary Year Program allows students, whose life circumstances prevent them from finishing their Bachelor of Design Honours degree in four years, to take a reduced load/reduced fee fifth year of study. This Supplementary Year is defined as an academic year including the Fall, Winter, and Summer terms. Students are expected to complete the BDes Honours requirements by the end of this Supplementary Year Program. Students are expected to enrol in YSDN 4104 3.0 Professional Aspects of Design and YSDN 4004 6.0 Design Workshop as part of the credits in this supplementary year – as these courses can only be taken in one's graduating year.

ELIGIBILITY

1. Any applicant must have completed four full years in the York/ Sheridan Program in Design, or the equivalency of four years through advanced standing status (at least 24 credits), in order to be eligible for this program.
2. The applicant needs 18 credits or less to graduate and makes a formal application by April 25, 2018.
3. Only the required number of credits needed to graduate may be taken in the Supplementary Year.

NON-ELIGIBILITY

1. Students, needing 18 credits or less to graduate after the equivalent of three years of post-secondary education are not eligible for the Supplementary Year Program.
2. Students entering their fifth year and needing more than 18 credits are required to pay the full program fee.

APPLICATION PROCEDURE

The Supplementary Year Program becomes an active option only when a student has applied and been formally approved by the Department of Design and the School of Arts, Media, Performance & Design, Office of the Dean. Eligible students in such circumstances must formally apply in writing to the York/Sheridan Program in Design Executive Committee. Application forms are available from the Department of Design in 4008 DB (formerly TEL).



Fall/Winter Sessional Dates 2018 / 2019

For current information on sessional dates, see:

www.registrar.yorku.ca/enrol/dates/fw18

Please note that York University sessional dates apply to the York/Sheridan Program in Design whether the courses are taught at the Sheridan Trafalgar campus or the York University campus.

Each of the courses offered is listed by course title, course ID number, course type (lecture, studio, etc.), term and number of credits. The six-digit catalogue number is used to access the course through the university's registration and enrolment system.

All YSDN courses listed are offered through the School of Arts, Media, Performance & Design, Department of Design, with instruction in English. Section, day, time and room information are subject to change. All YSDN courses are timetabled with a 24-hour clock to differentiate between morning and evening offerings, according to standard university practices. Example: If a class start time is 14:00 hours, that means 2:00 pm.

The following system has been adopted to identify rooms and buildings on the York Campus.

1. Classrooms and seminar rooms are identified by the building code followed by a room number. Example: FC104 = Founders College, Room 104.
2. Lecture halls are identified by SLH (Stedman Lecture Halls); CLH (Curtis Lecture Halls) or VH (Vari Hall), followed by a letter identifying the room. e.g. VH D = Vari Hall, Room D.
3. In the designations of rooms in the Ross Building, "N" and "S" are used to identify rooms in the North and South Towers respectively. Example: RN203 = Ross Building North, Room 203.

All courses at Sheridan are offered on the Trafalgar Campus and rooms are designated by wing, then room number. Example: Sheridan J216 = Sheridan College, Trafalgar campus, J Wing, Room 216.

ACCESS SPECS

In many courses, the department offering the course has reserved some or even all of the spaces initially for certain categories of students on the basis of their home faculty, year level, major or program. Should the course not be filled during the initial enrolment period, the department offering the course may decide to open any or all of the remaining spaces to other categories of students. Some departments may release spaces in courses beginning in August.

KEY TO IDENTIFYING BUILDINGS ON BOTH CAMPUSES

York University Campus:

ATK	Atkinson College
ACW	Accolade West
ACE	Accolade East
BC	Bethune College
BSB	Behavioral Science Bldg.
CB	Chemistry Bldg.
CC	Calumet College Bldg.
CFA	Joan & Martin Goldfarb Centre for Fine Arts
CFT	Centre for Film and Theatre
CLH	Curtis Lecture Halls
CSQ	Central Square
DB	Victor Phillip Dahdaleh Bldg. (formerly TEL)
FC	Founders College
FRQ	Farquharson Life Sciences
HNE	Health, Nursing & Environmental Studies Bldg.
K	Kinsmen Bldg.
LAS	Lassonde Bldg.
LUM	Lumbers Bldg.
MC	McLaughlin College
PSE	Petrie Science & Engineering Bldg.
R	Ross Building
SC	Stong College
SCL	Scott Library
SLH	Stedman Lecture Hall
SSB	Seymour Schulich Building
TM	Tait McKenzie
VC	Vanier College
VH	Vari Hall
WC	Winters College

Sheridan Campus:

B	B Wing
J	J Wing
SCA	SCAET Bldg.

Course Descriptions

Below are course descriptions for all courses approved for the design curriculum. Not all of these courses will be offered each year. Please check the lecture schedule for current course offerings.

* For students not in the York/Sheridan Program in Design, compulsory and voluntary supplementary fees apply.

YSDN courses taught at Sheridan College are open only to students in the York/Sheridan Program in Design.

∴ 1000 Level Courses

VISUAL LANGUAGE FA/YSDN 1001 3.0*

Examines and explores the elements and principles of design comprising our visual language on the two-dimensional level through various exercises and projects. This operational form language is developed via tactile and computer application processes. | Required course for design major.

DESIGN & IMAGE FA/YSDN 1002 3.0*

Examines the process of creating representational, graphic, and abstract images in the context of visual communication design. Different methods of generating and manipulating images are investigated with consideration given to form and content of images as well as their potential for the communication of ideas. | Required course for design major.

DESIGN & COLOUR FA/YSDN 1004 3.0*

Studies colour perception, systems or classification and the nature of light, pigment and colour materials through a series of tactile and computer exercises and projects. The creative use of colour using a variety of materials and processes, and the use of colour in various periods is investigated.

TYPOGRAPHY I FA/YSDN 1005 3.0*

Introduces the history and development of letters, letterforms and the typography system as practiced in contemporary print and electronic design. The typographic vocabulary, system of measurement, prioritization of information and issues of readability and legibility are introduced. | Required course for design major. Prerequisite: Design major or permission of the Department of Design. Course credit exclusion: FA/YSDN 2002 3.0.

FUNDAMENTALS AND METHODS: VISUAL INTERACTION DESIGN

FA/YSDN 1006 3.0* (formerly Interactivity Design 1)

Examines and explores the forms of interactivity through designing visual representations of the human computer interface based on the introduction of the developing theories and models of interaction. | Required course for design major. Prerequisite: FA/YSDN 1001 3.0 or permission of the Department of Design.

CRITICAL ISSUES IN DESIGN FA/YSDN 1101 3.0*

Introduces students to many of the central themes of critical theory as applied to visual culture in general and in particular to graphic design. Prepares students for further in-depth exploration of these themes in upper year design studies courses. | Open to non-majors by permission of the Department of Design.

COMMUNICATIONS IN THE URBAN ENVIRONMENT

FA/YSDN 1110 3.0* (not offered in 2018/2019)

Focuses on the urban environment as a resource for developing and reinforcing a critical design vocabulary and awareness of visual and behavioural structural diversity – formal, stylistic and functional effects will be addressed. | This course counts as a free elective for BDes majors. Open to non-majors.

∴ 2000 Level Courses

TYPOGRAPHY 2 FA/YSDN 2003 3.0*

Further investigates the history, principles and application of contemporary typographic systems and issues of readability and legibility in print and electronic communication design. | Required course for design major. Prerequisite: FA/YSDN 1005 3.0 or permission of the Department of Design.

COMMUNICATION DESIGN I FA/YSDN 2004 3.0*

This practicum course concentrates on building skills in two-dimensional visual communication design. Various communication and learning theories are integrated into the design process assisting students to develop a multi-disciplined approach to design. | Required course for design major. Prerequisites: FA/YSDN 1001 3.0 and FA/YSDN 1002 3.0 or permission of the Department of Design. Course credit exclusion: FA/YSDN 2004 3.0 prior to 2001.

PROCESSES AND WORKFLOWS: VISUAL INTERACTION DESIGN

FA/YSDN 2005 3.0* (formerly Interactivity Design 2)

The introduction of a general system model to provide a theoretical foundation for systematic solving of design problems is developed. Research, analysis, synthesis and evaluation processes with related methods are employed to develop electronic-based communications. | Required course for design major. Prerequisite: FA/YSDN 1006 3.0 or permission of the Department of Design.

TYPOGRAPHY 3 FA/YSDN 2007 3.0*

Continues an in-depth investigation into contemporary explorations and applications of typographic principles, information theories, history and various approaches to solving visual communication problems. Letterpress printing and digital processes are investigated. | Required course for design major. Prerequisite: FA/YSDN 2003 3.0 or permission of the Department of Design. Course credit exclusion: FA/YSDN 3002 3.0.

INFORMATION DESIGN CONCEPTS AND METHODOLOGIES

FA/YSDN 2008 3.0* (formerly Information Design 1)

The relevant theories and methodologies which allow the designer to prioritize, simplify and creatively visualize a wide range of complex textual and visual information are examined and applied. | Required course for design major. Prerequisite: Second year standing in the Department of Design or permission of the Department of Design. Course credit exclusion: FA/YSDN 3007 3.0.

3D DESIGN FA/YSDN 2010 3.0*

The elements and principles of three-dimensional design are examined and applied through various exercises and projects. Communication of three-dimensional concepts through two-dimensional representations and three-dimensional prototypes is introduced and developed. | Course credit exclusion: FA/YSDN 1003 3.0.

VISUALIZATION METHODS FA/YSDN 2011 3.0*

(not offered in 2018/2019)

Offers an in-depth study of graphic visualization systems, mechanical drawing devices and visual theory. Supervised studio time will strengthen students' observation, rapid sketching and visualizing abilities. | Course credit exclusion: FA/YSDN 2001A 3.0.

DRAWING FOR DESIGN FA/YSDN 2012 3.0*

Develops a visual vocabulary for the representation of objects and ideas for communication in design applications. Ideas and concepts will be explored and translated into literal, abstract and symbolic form for use in graphic representations, pictograms, symbols and letterforms in order to help communicate with impact. | Prerequisite: Design major or permission of the Department of Design.

MATERIALS AND METHODS FA/YSDN 2013 3.0*

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 3.0 or permission of the Department of Design. Not open to non-majors.

HISTORY OF DESIGN FA/YSDN 2102 3.0*

Examines functional objects, past and present, and their relationship to the process of design, conditions of the time, the problems met, important influences and the importance to our time. The primary focus is from the industrial revolution to today with required reading and much critical looking at our own environment. | Required course for design major. Prerequisite: FA/YSDN 1101 3.0 or permission of the Department of Design. Course credit exclusion: FA/YSDN 2102 6.0.

DESIGN THINKING: CREATIVE & CRITICAL PATHWAYS

FA/YSDN 2104 3.0*

Examines the similarities and differences between creative and critical thinking. Both types of thinking are required in the design process to provide the student with the theory and operational skills necessary to improve their design process and problem-solving abilities. | This course counts as a free elective for BDes majors. Course credit exclusion: FA/YSDN 2101A 3.0.

HISTORY OF MEDIA IN GRAPHIC DESIGN FA/YSDN 2105 3.0*

(not offered in 2018/2019)

Analyzes various media practices as related to graphic design in the West since 1750. Explores advertising, illustration, photography, film, scientific representation, fashion, and digital imagery in the context of how they have shaped, and been shaped by, graphic design. | Prerequisite: FA/YSDN 2102 3.0/6.0 or permission of the Department of Design.

GRAPHIC DESIGN IN CANADA FA/YSDN 2106 3.0*

Examines graphic design in Canada, from books and posters to advertising, magazines, typefaces, and information design. Traces developments from the First Nations to British colonial administration and contemporary digital practices. Locates design in its social context, as a visual culture, and as an aesthetic technology. | Prerequisite: FA/YSDN 2102 3.0/6.0 or permission of the Department of Design.

HISTORY & DEVELOPMENT OF TYPOGRAPHY FA/YSDN 2107 3.0*

(not offered in 2018/2019)

Explores the development of typographic form, from the origins of the alphabet to the present. Discussion includes the study of historical and cultural periods, typographic classifications and exploration of contemporary typography. | Prerequisite: FA/YSDN 2102 3.0/6.0 or permission of the Department of Design. Course credit exclusion: FA/YSDN 3101A 3.0.

EVOLUTION OF INFORMATION DESIGN FA/YSDN 2108 3.0*

Examines the origin and development of designed artifacts to provide clarity and enable understanding of complex data, processes, and environments. It considers influencing factors of social, technological and historical developments in the representation of information. | Prerequisite: FA/YSDN 2102 3.0/6.0 or permission of the Department of Design.

HISTORY AND CULTURE OF INTERACTION DESIGN FA/YSDN 2109 3.0

Introduces students to the development of interaction design as an emerging field of practice and research as it relates to the discipline of graphic design. Grounded in historical advancements, the role of interaction design as a cultural and technological practice will be explored. Using a blended course model, classes alternate weekly between face-to-face and online meetings. | Prerequisite: FA/YSDN 2102 3.0/6.0 or permission of the Department of Design.

⋮ **3000 Level Courses**

TYPEFACE DESIGN FA/YSDN 3003 3.0*

Introduces students to a number of methods for designing a typeface, with an emphasis in using vector drawing software. Starting with a number of initial exercises, students will learn about the design decisions that go into shapes, serifs/sans serifs, spacing, and other often overlooked details. | Prerequisite: FA/YSDN 2007 3.0 or permission of the Department of Design.

COMMUNICATION DESIGN 2 FA/YSDN 3004 3.0*

Continues investigation into two-dimensional, print-oriented design problems. Various communication and learning theories are integrated into the design process assisting students to develop a multi-disciplined approach to design. | Prerequisite: FA/YSDN 2004 3.0 or permission of the Department of Design.

USER CENTRED DESIGN: PROTOTYPING AND USABILITY

FA/YSDN 3005 3.0* (formerly Design and Systems)

Continues investigation into complex problem-solving which emphasizes the application of systemic design methods. Individual and team problem-solving techniques are utilized to identify and analyze problems, develop content, specify functions, evaluate solutions and produce prototypes at the system level. | Prerequisite: FA/YSDN 2005 3.0 or permission of the Department of Design.

ADVANCED MODELS AND SPECULATIVE INTERFACES: VISUAL INTERACTION DESIGN FA/YSDN 3006 3.0*

(formerly Interactivity Design 3)

Students broaden their knowledge and understanding of the conceptual principles of organizational structures and methodologies involved in the presentation of information in virtual environments. In a series of projects, students explore various types of data and structural organization models of information. | Prerequisite: FA/YSDN 2005 3.0 or permission of the Department of Design.

INFORMATION NARRATIVES AND SEQUENCES FA/YSDN 3008 3.0*

(formerly Information Design 2)

Building on the basic principles of visual organization and hierarchy introduced in Information Design 1, students will apply relevant modes of visualization to various types of content (statistics, time, text, imagery) to explain a given topic. | Prerequisite: FA/YSDN 2008 3.0 or permission of the Department of Design.

TIME-BASED COMMUNICATION FA/YSDN 3009 3.0*

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. | Prerequisite: FA/YSDN 1006 3.0 or permission of the Department of Design.

PACKAGE DESIGN FA/YSDN 3010 3.0*

This specialized practicum course focuses on the principles, vocabulary and contemporary production of package design. An historical overview and current design strategies in the context of the retail environment will be investigated. | Prerequisite: FA/YSDN 2010 3.0 or permission of the Department of Design. Course credit exclusion: FA/YSDN 4001B 3.0.

EDITORIAL DESIGN FA/YSDN 3011 3.0*

Focuses on the design of print and electronic editorial documents. Students will investigate the relationship between type, illustration, photo and graphic imagery. | Prerequisite: Third- or fourth-year standing in the BDes program or permission of the Department of Design.

INFORMATION MAPPING AND NETWORKS FA/YSDN 3012 3.0*

(formerly Information Design 3)

Builds on principles and methodologies introduced in earlier Information Design courses with a specific focus on visualization through mapping practices, ranging from conceptual approaches to practical applications using print/digital media. | Prerequisite: FA/YSDN 2008 3.0 or permission of the Department of Design.

TIME-BASED COMMUNICATION 2 FA/YSDN 3013 3.0*

Extends the curriculum of Time-based Communication. It enables students to acquire in-depth knowledge and understanding of the visual grammar and language syntax of time-based communications. Through the analysis and construction of meaningful messages and the development of communication strategies, students develop projects through the application of design process. | Prerequisite: FA/YSDN 3009 3.0 or permission of the Department of Design.

ENVIRONMENTAL GRAPHIC DESIGN FA/YSDN 3014 3.0*

Examines visual communication within the built and natural environment including wayfinding systems, signage, exhibition design, interpretive installations and themed sites. Through projects and field research, students will build knowledge of spatial design, typography, materials, construction, and designing for human interaction. | Prerequisite: FA/YSDN 2008 3.0 or permission of the Department of Design.

TYPOGRAPHY FOR INFORMATION DESIGN FA/YSDN 3015 3.0*

(not offered in 2018/2019)

Explores the typographic issues specific to three areas of information design: print, screen and environmental applications. Students will examine how legibility and readability of text information that is crucial to understanding can affect communication through maps, diagrams and instructions, large text collections and navigation systems in real and virtual environments. | Prerequisites: FA/YSDN 2003 3.0 and FA/YSDN 2008 3.0 or permission of the Department of Design.

CONTEMPORARY PROBLEMS IN DESIGN FA/YSDN 3102 3.0*

Offers an identification and examination of the various roles that design and designers play in the solving of visual and cultural problems in today's rapidly changing society.

DESIGN FOR PUBLIC AWARENESS: INVESTIGATION, IDENTIFICATION AND INTEGRATION IN DESIGN COMMUNICATION FA/YSDN 3104 3.0*

Focuses upon the contribution of design to public awareness of social issues in this design studies course. Students learn that responsible designers also have social responsibilities, and have the opportunity to be of service to marginalized populations. Students will be introduced to the role(s) of graphic agitation, interventions, major and alternative modes of public address and culture jamming.

SELF, SOCIETY & DESIGN FA/YSDN 3105 3.0*

(not offered in 2018/2019)

Examines the practices, images and objects of graphic design in relation to issues of personal agency and wider social structure, and so places visual and material culture in the context of concerns which are central to the social sciences of (primarily) anthropology, sociology, and social psychology.

IMAGE AND INFLUENCE: GRAPHICS IN THE TWENTIETH CENTURY FA/YSDN 3106 3.0*

Explores the relationships between graphic design and art in the 20th century, with particular attention to the associations between pictorial Modernism and the use of image and text in graphic design.

DESIGN, DISSENT, AND THE PUBLIC SPHERE FA/YSDN 3108 3.0

Explores design's role in articulating and animating socio-political debate from mid-1850s to present. The concept of the public sphere is employed to locate design in historical, social and political context, and to explore the relationship between visual and political strategies.

DESIGN PLACEMENT FA/YSDN 3111 3.0*

Lectures introduce students to current design business practices, legal requirements and ethics. Full-time participation is required for three weeks in an approved professional design environment.

| Required course for design major. Prerequisite: Third-year standing in the BDes program or permission of the Department of Design. Course credit exclusion: FA/YSDN 4103 3.0

RESEARCH IN DESIGN FA/YSDN 3112 3.0*

(formerly FA/YSDN 2103 3.0)

Offers an examination of the context, theory, and methods of both qualitative and quantitative design research, and their practical application in problem solving to enhance the effectiveness, relevance, and creativity of contemporary visual communication design. | Required course for design major. Prerequisite: Third-year standing in the BDes program or permission of the Department of Design. Course credit exclusion: FA/YSDN 2103 3.0.

Note: Effective as of 2017/18, Research in Design (FA/YSDN 2103 3.0) will change its course number to FA/YSDN 3112 3.0 and will become a required course at the 3000-level for the YSDN program.

FA/YSDN 3112 3.0 will not be offered in 2017/18 but will return in 2018/19 for students entering their third year in the YSDN program or who have not previously taken it.

4000 Level Courses

TYPE IN MOTION FA/YSDN 4002 3.0*

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 3.0 or permission of the Department of Design. Integrated with GS/MDES 5402 3.0.

ADVANCED TOPICS IN INTERACTIVITY FA/YSDN 4003 3.0*

(formerly Interactive System Design)

An advanced investigation into systems – intuitive and learned – that support human activities via interactive communication and distribution networks. An understanding of these communication/distribution methods working in reciprocal fashion from users to the computer and back, is presented. | Prerequisite: FA/YSDN 3005 3.0 or FA/YSDN 3006 3.0 or permission of the Department of Design.

Integrated with GS/MDES 5403 3.0.

DESIGN WORKSHOP FA/YSDN 4004 6.0*

Students develop a series of self-directed projects using a multi-disciplined approach in solving two-dimensional, three-dimensional and interactive digital design problems. The student proposal is adjudicated by a department committee. | Required course for design majors which can only be taken in their graduating year. Prerequisites: All required practicum and studies courses or permission of the Department of Design.

BOOK DESIGN FA/YSDN 4005 3.0*

Offers an advanced level practicum course that explores the structuring of bound, print-oriented multiple-page documents. The history, anatomy and structural dynamics of the book are examined and the contemporary private and commercial press/publishing process of the printed book is investigated. | Prerequisite: Third- or fourth- year standing in the BDes program or permission of the Department of Design. Course credit exclusion: FA/YSDN 4001A 3.0.(2002 – 2003)

Integrated with GS/MDES 5405 3.0.

SUSTAINABLE DESIGN FA/YSDN 4006 3.0*

(not offered in 2018/2019)

Explores current and emerging sustainable design principles and strategies with specific focus on graphic design practice. The social, cultural and environmental dimensions of sustainability are examined through practicum projects engaging students in systems thinking to address complex communication issues.

| Prerequisite: Third- or fourth-year standing in the BDes program or permission of the Department of Design.

CORPORATE IDENTITY DESIGN FA/YSDN 4007 3.0*

Focuses on the design of a corporate identity system for an organization. The system will involve the design of graphic identifiers, typography, selected applications and supporting documents. | Prerequisite: Third- or fourth-year standing in the BDes program or permission of the Department of Design.

Integrated with GS/MDES 5407 3.0.

DATA VISUALIZATION DESIGN FA/YSDN 4008 3.0*

(formerly Information Design 4)

Explores the affordances of both print and digital media for the application of Information Design principles and methodologies introduced and developed in earlier courses. This course will take an intra-disciplinary (print, interactivity, time-based, environmental) approach to researching and developing a comprehensive presentation of a site to be determined by each section. | Prerequisite: FA/YSDN 3008 3.0 or FA/YSDN 3012 3.0 or permission of the Department of Design. Integrated with GS/MDES 5408 3.0.

INTERACTIVE OBJECTS AND ENVIRONMENTS FA/YSDN 4009 3.0

(formerly Design in Interactive Environments)

Introduces students to theories and practices of communication design for interactive environments. Interaction scenarios and user experience will be explored through alternative interfaces using sensors, and other inputs to control projected video, graphics, and sound. | Prerequisite: FA/YSDN 3009 3.0 or permission of the Department of Design. Course credit exclusion: FA/YSDN 4001C 3.0

ADVANCED PACKAGE DESIGN FA/YSDN 4010 3.0*

Offers a continued in-depth examination of the conceptualization and creation of effective package structures and graphics in relation to contemporary society and the realities of professional practice.

| Prerequisite: FA/YSDN 3010 3.0 or permission of the Department of Design. Course credit exclusion: FA/YSDN 4001A 3.0. (2004 – 2008).

DESIGN LAB FA/YSDN 4013 3.0

Students function as the Department of Design's in-house design team to create work for clients affiliated with the York University community. Under instructor supervision, students assume all project responsibilities from the design, to client meetings, to print specifications and press checks. | Prerequisite: Admission is limited to fourth-year students by portfolio review and a minimum of B+ average.

ANOTHER DESIGN LAB FA/YSDN 4014 3.0

Students function as the Department of Design's in-house design team to create work for clients affiliated with the York University community. Following YSDN 4013, students will take on greater design management and project supervision responsibilities in this course. | Prerequisite: Admission is limited to fourth-year students by portfolio review and a minimum of B+ average.

DESIGN MANAGEMENT FA/YSDN 4102 3.0*

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. Integrated with GS/MDES 5412 3.0.

PROFESSIONAL ASPECTS OF DESIGN FA/YSDN 4104 3.0*

The areas of professional responsibility, accreditation, presentation techniques, portfolio preparation, branding and promotion will culminate in the planning and mounting of a graduation exhibition. | Required course for design major. Co-requisite: FA/YSDN 4004 6.0 or permission of the Department of Design. Course credit exclusion: FA/YSDN 3103 3.0. Note: there will be up to \$250.00 of associated costs for the graduation show and an additional \$50 for display panels (rental/refurbishing).

DESIGN STUDIES SEMINAR FA/YSDN 4105 3.0

(not offered in 2018/2019)

Explores themes in a small-class research and writing intensive seminar environment intended for students with a special interest in design studies. Students develop individual writing projects with the goal of dissemination via publication or conferences. | Prerequisite: Third- or fourth-year standing in the BDes program or permission of the Department of Design. Integrated with GS/MDES 5404 3.0.

BUILDING A DISCIPLINE FA/YSDN 4110 3.0*

(not offered in 2018/2019)

Examines graphic design as a number of themes. It does not use writings on graphic design for study, but rather uses primary sources to enter territories conventionally reserved for literary theory, philosophy, psychoanalysis, cultural studies and linguistics. | Course credit exclusion: FA/YSDN 3109 3.0.

INDEPENDENT STUDIES: DESIGN PRACTICUM

FA/YSDN 4900 3.0, FA/YSDN 4900 6.0

Offers an individualized study program for highly motivated students in their final year of study who wish to pursue specific and intensive independent practicum projects under the supervision of a faculty member on topics not available in other courses in the department. No more than one independent study course may be taken in any given year. | Prerequisites: Fourth-year standing in the BDes program, an overall major average of 7.0 (B+) and permission of the Department of Design.

Note: Applications are available in the spring for the following academic session. Applications must include written support of faculty supervisor prior to submission to the Department of Design for approval. Compulsory and voluntary supplementary fees may apply.

INDEPENDENT STUDIES: DESIGN STUDIES

FA/YSDN 4901 3.0, FA/YSDN 4901 6.0

Offers an individualized study program for highly motivated students in their final year of study who wish to pursue specific and intensive independent studies projects under the supervision of a faculty member on topics not available in other courses in the department. No more than one independent study course may be taken in any given year. | Prerequisites: Fourth-year standing in the BDes program, an overall major average of 7.0 (B+) and permission of the Department of Design.

Note: Applications are available in the spring for the following academic session. Applications must include written support of faculty supervisor prior to submission to the Department of Design for approval. Compulsory and voluntary supplementary fees may apply.

Course Timetable 2018 / 2019

NOTE: DB = Victor Phillip Dahdaleh Building (formerly TEL)

VISUAL LANGUAGE FA/YSDN 1001 3.0

Practicum Course, Fall Semester 3 credits

Section A :

Lab 01	Wednesday	08:30 – 12:30	York	DB 4034
Lab 02	Wednesday	08:30 – 12:30	York	DB 4031
Lab 03	Wednesday	12:30 – 16:30	York	DB 4034

Section G :

Lab 01	Wednesday	09:00 – 13:00	Sheridan	J 219
Lab 02	Wednesday	09:00 – 13:00	Sheridan	J 223
Lab 03	Wednesday	14:00 – 18:00	Sheridan	J 219

DESIGN & IMAGE FA/YSDN 1002 3.0

Practicum Course, Winter Semester 3 credits

Section M :

Lab 01	Wednesday	08:30 – 12:30	York	DB 4034
Lab 02	Wednesday	08:30 – 12:30	York	DB 4031
Lab 03	Wednesday	12:30 – 16:30	York	DB 4034

Section S :

Lab 01	Wednesday	09:00 – 13:00	Sheridan	J 219
Lab 02	Wednesday	09:00 – 13:00	Sheridan	J 223
Lab 03	Wednesday	14:00 – 18:00	Sheridan	J 219

DESIGN & COLOUR FA/YSDN 1004 3.0

Practicum Course, Winter Semester 3 credits

Section M :

Lab 01	Friday	08:30 – 12:30	York	DB 4034
Lab 02	Friday	08:30 – 12:30	York	DB 4031

TYPOGRAPHY 1 FA/YSDN 1005 3.0

Practicum Course, Fall Semester 3 credits

Section A :

Lab 01	Wednesday	08:30 – 12:30	York	DB 4028
Lab 02	Wednesday	12:30 – 16:30	York	DB 4031
Lab 03	Wednesday	12:30 – 16:30	York	DB 4028

Section G :

Lab 01	Wednesday	09:00 – 13:00	Sheridan	J 218
Lab 02	Wednesday	14:00 – 18:00	Sheridan	J 218
Lab 03	Wednesday	14:00 – 18:00	Sheridan	J 223

FUNDAMENTALS AND METHODS: VISUAL INTERACTION DESIGN

FA/YSDN 1006 3.0 (formerly Interactivity Design 1)

Practicum Course, Winter Semester 3 credits

Section M :

Lab 01	Wednesday	08:30 – 12:30	York	DB 4028
Lab 02	Wednesday	12:30 – 16:30	York	DB 4031
Lab 03	Wednesday	12:30 – 16:30	York	DB 4028

Section S :

Lab 01	Wednesday	09:00 – 13:00	Sheridan	J 218
Lab 02	Wednesday	14:00 – 18:00	Sheridan	J 218
Lab 03	Wednesday	14:00 – 18:00	Sheridan	J 223

CRITICAL ISSUES IN DESIGN FA/YSDN 1101 3.0

Lecture Course, Fall Semester 3 credits

Section G : Max 120

LECT 01	Thursday	09:00 – 12:00	Sheridan	J 102
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TYPOGRAPHY 2 FA/YSDN 2003 3.0

Practicum Course, Fall Semester 3 credits

Section A :

Lab 01	Thursday	08:30 – 12:30	York	DB 4034
Lab 02	Thursday	12:30 – 16:30	York	DB 4034
Lab 03	Thursday	12:30 – 16:30	York	DB 4031

Section G :

Lab 01	Thursday	09:00 – 13:00	Sheridan	J 219
Lab 02	Thursday	13:30 – 17:30	Sheridan	J 218
Lab 03	Thursday	13:30 – 17:30	Sheridan	J 219

NOTE: DB = Victor Phillip Dahdaleh Building (formerly TEL)

COMMUNICATION DESIGN I FA/YSDN 2004 3.0
Practicum Course, Fall Semester 3 credits

Section A :

Lab 01	Friday	08:30 – 12:30	York	DB 4034
Lab 02	Friday	08:30 – 12:30	York	DB 4031
Lab 03	Friday	08:30 – 12:30	York	DB 4028

Section G :

Lab 01	Tuesday	09:00 – 13:00	Sheridan	J 219
Lab 02	Tuesday	09:00 – 13:00	Sheridan	J 223
Lab 03	Tuesday	13:30 – 17:30	Sheridan	J 218

PROCESSES AND WORKFLOWS: VISUAL INTERACTION DESIGN

FA/YSDN 2005 3.0 (formerly Interactivity Design 2)

Practicum Course, Fall Semester 3 credits

Section A :

Lab 01	Thursday	08:30 – 12:30	York	DB 4031
Lab 02	Thursday	08:30 – 12:30	York	DB 4028
Lab 03	Thursday	12:30 – 16:30	York	DB 4028

Section G :

Lab 01	Monday	13:30 – 17:30	Sheridan	J 219
Lab 02	Thursday	09:00 – 13:00	Sheridan	J 223
Lab 03	Thursday	13:30 – 17:30	Sheridan	J 223

TYPOGRAPHY 3 FA/YSDN 2007 3.0

Practicum Course, Winter Semester 3 credits

Section M :

Lab 01	Thursday	08:30 – 12:30	York	DB 4034
Lab 02	Thursday	08:30 – 12:30	York	DB 4031
Lab 03	Friday	12:30 – 16:30	York	DB 4031

Section S :

Lab 01	Thursday	09:00 – 13:00	Sheridan	J 223
Lab 02	Thursday	13:30 – 17:30	Sheridan	J 219
Lab 03	Thursday	13:30 – 17:30	Sheridan	J 223

INFORMATION DESIGN CONCEPTS AND METHODOLOGIES

FA/YSDN 2008 3.0 (formerly Information Design 1)

Practicum Course, Winter Semester 3 credits

Section M :

Lab 01	Thursday	08:30 – 12:30	York	DB 4028
Lab 02	Thursday	12:30 – 16:30	York	DB 4028
Lab 03	Thursday	12:30 – 16:30	York	DB 4031

Section S :

Lab 01	Thursday	09:00 – 13:00	Sheridan	J 218
Lab 02	Thursday	09:00 – 13:00	Sheridan	J 219
Lab 03	Thursday	13:30 – 17:30	Sheridan	J 218

3D DESIGN FA/YSDN 2010 3.0

Practicum Course, Fall Semester 3 credits

Section G :

Lab 01	Monday	09:00 – 13:00	Sheridan	J 208
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Winter Semester 3 credits

Section S :

Lab 01	Monday	09:00 – 13:00	Sheridan	J 208
Lab 02	Tuesday	13:30 – 17:30	Sheridan	J 208

DRAWING FOR DESIGN FA/YSDN 2012 3.0

Practicum Course, Winter Semester 3 credits

Section M :

Lab 01	Monday	12:30 – 16:30	York	DB 4031
Lab 02	Monday	12:30 – 16:30	York	DB 4034

MATERIALS & METHODS FA/YSDN 2013 3.0

Practicum Course, Winter Semester 3 credits

Section S :

Lab 01	Tuesday	13:30 – 17:30	Sheridan	J 223
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NOTE: DB = Victor Phillip Dahdaleh Building (formerly TEL)

HISTORY OF DESIGN FA/YSDN 2102 3.0
Lecture Course, Fall Semester 3 credits

Section A :	Max 120 (30 per tutorial)			
LECT 01	Wednesday	08:30 – 10:30	York	ACW 004
TUTR 01	Wednesday	10:30 – 11:30	York	ACW 009
TUTR 02	Wednesday	10:30 – 11:30	York	ACW 104
TUTR 03	Wednesday	11:30 – 12:30	York	ACW 002
TUTR 04	Wednesday	11:30 – 12:30	York	ACW 003

DESIGN THINKING FA/YSDN 2104 3.0
Lecture Course, Winter Semester 3 credits

Section S :	Max 20			
LECT 01	Monday	13:30 – 16:30	Sheridan	J 220

GRAPHIC DESIGN IN CANADA FA/YSDN 2106 3.0
Lecture Course, Winter Semester 3 credits

Section S :	Max 40			
LECT 01	Tuesday	09:00 – 12:00	Sheridan	J 222

EVOLUTION OF INFORMATION DESIGN FA/YSDN 2108 3.0
Blended Course, Winter Semester 3 credits

(Partial in class and online)

Section M :	Max 40			
BLN 01	Monday	11:30 – 14:30	York	ACW 002

HISTORY AND CULTURE OF INTERACTION DESIGN FA/YSDN 2109 3.0
Blended Course, Winter Semester 3 credits

(Partial in class and online)

Section M :	Max 40			
BLN 01	Monday	11:30 – 14:30	York	ACW 104

TYPEFACE DESIGN FA/YSDN 3003 3.0
Practicum Course, Fall Semester 3 credits

Section A	Monday	12:30 – 16:30	York	DB 4028
Section G	Monday	09:00 – 13:00	Sheridan	J 219

Winter Semester 3 credits

Section S	Monday	09:00 – 13:00	Sheridan	J 219
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COMMUNICATION DESIGN 2 FA/YSDN 3004 3.0
Practicum Course, Fall Semester 3 credits

Section A	Monday	08:30 – 12:30	York	DB 4031
Section G	Tuesday	09:00 – 13:00	Sheridan	J 218

Winter Semester 3 credits

Section M	Monday	08:30 – 12:30	York	DB 4031
Section S	Tuesday	09:00 – 13:00	Sheridan	J 219

USER CENTRED DESIGN: PROTOTYPING AND USABILITY FA/YSDN 3005 3.0 (formerly Design & Systems)
Practicum Course, Fall Semester 3 credits

Section A	Monday	08:30 – 12:30	York	DB 4028
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Winter Semester 3 credits

Section M	Monday	16:30 – 20:30	York	DB 4028
Section S	Tuesday	09:00 – 13:00	Sheridan	J 218

ADVANCED MODELS AND SPECULATIVE INTERFACES: VISUAL INTERACTION DESIGN FA/YSDN 3006 3.0 (formerly Interactivity Design 3)
Practicum Course, Fall Semester 3 credits

Section A	Thursday	16:30 – 20:30	York	DB 4028
Section G	Monday	13:30 – 17:30	Sheridan	J 223
Section H	Thursday	09:00 – 13:00	Sheridan	J 218

NOTE: DB = Victor Phillip Dahdaleh Building (formerly TEL)

INFORMATION NARRATIVES AND SEQUENCES FA/YSDN 3008 3.0

(formerly Information Design 2)

Practicum Course, Fall Semester 3 credits

Section A	Monday	16:30 – 20:30	York	DB 4028
Section B	Tuesday	12:30 – 16:30	York	DB 4034
Section G	Tuesday	13:30 – 17:30	Sheridan	J 219
Section H	Friday	09:00 – 13:00	Sheridan	J 218

TIME-BASED COMMUNICATION FA/YSDN 3009 3.0

Practicum Course, Fall Semester 3 credits

Section A	Monday	12:30 – 16:30	York	DB 4031
Section B	Monday	12:30 – 16:30	York	DB 4034
Section G	Monday	13:30 – 17:30	Sheridan	J 218

PACKAGE DESIGN FA/YSDN 3010 3.0

Practicum Course, Fall Semester 3 credits

Section A	Monday	08:30 – 12:30	York	DB 4034
Section B	Friday	12:30 – 16:30	York	DB 4034

Winter Semester 3 credits

Section M	Monday	08:30 – 12:30	York	DB 4034
Section S	Monday	13:30 – 17:30	Sheridan	J 223

EDITORIAL DESIGN FA/YSDN 3011 3.0

Practicum Course, Fall Semester 3 credits

Section A	Friday	12:30 – 16:30	York	DB 4031
Section G	Tuesday	13:30 – 17:30	Sheridan	J 223

Winter Semester 3 credits

Section M	Monday	16:30 – 20:30	York	DB 4031
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INFORMATION MAPPING AND NETWORKS FA/YSDN 3012 3.0

(formerly Information Design 3)

Practicum Course, Winter Semester 3 credits

Section M	Monday	12:30 – 16:30	York	DB 4028
Section S	Tuesday	09:00 – 13:00	Sheridan	J 223

TIME-BASED COMMUNICATION 2 FA/YSDN 3013 3.0

Practicum Course, Winter Semester 3 credits

Section M	Friday	12:30 – 16:30	York	DB 4034
Section S	Friday	13:30 – 17:30	Sheridan	J 219

ENVIRONMENTAL GRAPHIC DESIGN FA/YSDN 3014 3.0

Practicum Course, Fall Semester 3 credits

Section G	Friday	09:00 – 13:00	Sheridan	J 208
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CONTEMPORARY PROBLEMS IN DESIGN FA/YSDN 3102 3.0

Lecture Course, Fall Semester 3 credits

Section G : Max 45

LECT 01	Friday	13:30 – 16:30	Sheridan	J 102
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DESIGN FOR PUBLIC AWARENESS FA/YSDN 3104 3.0

Lecture Course, Fall Semester 3 credits

Section A : Max 45

LECT 01	Tuesday	14:30 – 17:30	York	ACW 303
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IMAGE & INFLUENCE FA/YSDN 3106 3.0

Lecture Course, Winter Semester 3 credits

Section M : Max 45

LECT 01	Wednesday	08:30 – 11:30	York	ACW 204
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DESIGN, DISSENT AND THE PUBLIC SPHERE FA/YSDN 3108 3.0

Lecture Course, Winter Semester 3 credits

Section M : Max 45

LECT 01	Wednesday	08:30 – 11:30	York	ACE 003
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NOTE: DB = Victor Phillip Dahdaleh Building (formerly TEL)

DESIGN PLACEMENT FA/YSDN 3111 3.0
Blended Course, Winter Semester 3 credits

Section M :	Max 110				
BLN 01	Wednesday	12:30 – 14:30	York	ACW 004	
(Online tutorial: 1 hour)					

RESEARCH IN DESIGN FA/YSDN 3112 3.0
(formerly FA/YSDN 2103 3.0)
Lecture Course, Winter Semester 3 credits

Section S :	Max 120				
LECT 01	Tuesday	13:30 – 16:30	Sheridan	J 102	

TYPE IN MOTION FA/YSDN 4002 3.0
Practicum Course, Fall Semester 3 credits

Section G	Friday	13:30 – 17:30	Sheridan	J 218	
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Winter Semester 3 credits

Section M	Tuesday	16:30 – 20:30	York	DB 4034	
(integrated with GS/MDES 5402 3.0)					
Section S	Friday	09:00 – 13:00	Sheridan	J 218	

ADVANCED TOPICS IN INTERACTIVITY FA/YSDN 4003 3.0
(formerly Interactive System Design)
Practicum Course, Fall Semester 3 credits

Section A	Tuesday	16:30 – 20:30	York	DB 4031	
(integrated with GS/MDES 5403 3.0)					

Winter Semester 3 credits

Section S	Friday	13:30 – 17:30	Sheridan	J 218	
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DESIGN WORKSHOP FA/YSDN 4004 6.0
Practicum Course, Year 6 credits

Section A	Tuesday	08:30 – 12:30	York	DB 4031	
Section B	Wednesday	16:30 – 20:30	York	DB 4031	
Section C	Tuesday	12:30 – 16:30	York	DB 4031	
Section G	Monday	09:00 – 13:00	Sheridan	J 223	
Section H	Monday	09:00 – 13:00	Sheridan	J 218	
Section J	Friday	09:00 – 13:00	Sheridan	J 219	
Section K	Friday	09:00 – 13:00	Sheridan	J 223	

BOOK DESIGN FA/YSDN 4005 3.0
Practicum Course, Fall Semester 3 credits

Section A	Tuesday	08:30 – 12:30	York	DB 4028	
(integrated with GS/MDES 5405 3.0)					
Section G	Friday	13:30 – 17:30	Sheridan	J 219	

Winter Semester 3 credits

Section M	Tuesday	16:30 – 20:30	York	DB 4028	
(integrated with GS/MDES 5405 3.0)					

CORPORATE IDENTITY DESIGN FA/YSDN 4007 3.0
Practicum Course, Fall Semester 3 credits

Section A	Wednesday	16:30 – 20:30	York	DB 4034	
(integrated with GS/MDES 5407 3.0) (Blended Course)					
Section G	Friday	13:30 – 17:30	Sheridan	J 223	

Winter Semester 3 credits

Section M	Wednesday	16:30 – 20:30	York	DB 4028	
(integrated with GS/MDES 5407 3.0)					
Section S	Friday	13:30 – 17:30	Sheridan	J 223	

DATA VISUALIZATION DESIGN FA/YSDN 4008 3.0
(formerly Information Design 4)
Practicum Course, Fall Semester 3 credits

Section A	Tuesday	12:30 – 16:30	York	DB 4028	
(integrated with GS/MDES 5408 3.0)					

NOTE: DB = Victor Phillip Dahdaleh Building (formerly TEL)

INTERACTIVE OBJECTS AND ENVIRONMENTS FA/YSDN 4009 3.0

(formerly Design in Interactive Environments)

Practicum Course, Winter Semester 3 credits

Section M	Tuesday	08:30 – 12:30	York	DB 4028
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ADVANCED PACKAGE DESIGN FA/YSDN 4010 3.0

Practicum Course, Fall Semester 3 credits

Section A	Tuesday	08:30 – 12:30	York	DB 4034
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Winter Semester 3 credits

Section M	Tuesday	12:30 – 16:30	York	DB 4034
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DESIGN LAB FA/YSDN 4013 3.0

Practicum Course, Fall Semester 3 credits

Section A :	Max 10			
	Friday	12:30 – 16:30	York	DB 4028

ANOTHER DESIGN LAB FA/YSDN 4014 3.0

Practicum Course, Winter Semester 3 credits

Section M :	Max 10			
	Friday	12:30 – 16:30	York	DB 4028

DESIGN MANAGEMENT FA/YSDN 4102 3.0

Lecture Course, Winter Semester 3 credits

Section S	Max 45			
LECT 01	Monday	09:00 – 12:00	Sheridan	J 220

PROFESSIONAL ASPECTS OF DESIGN FA/YSDN 4104 3.0

Lecture Course, Year 3 credits

Section G	This course will meet every second week. Max 110			
LECT 01	Monday	13:30 – 16:30	Sheridan	J 102
Committee	Monday	16:30 – 18:00	Sheridan	J 208

INDEPENDENT STUDIES: DESIGN PRACTICUM FA/YSDN 4900 3.0

OR 4900 6.0 Fall or Winter or Year 3 or 6 credits

Section A	Fall	3 credits	York	By Permission Only
Section G	Fall	3 credits	Sheridan	By Permission Only
Section M	Winter	3 credits	York	By Permission Only
Section S	Winter	3 credits	Sheridan	By Permission Only
Section A	Year	6 credits	York	By Permission Only
Section G	Year	6 credits	Sheridan	By Permission Only

INDEPENDENT STUDIES: DESIGN STUDIES FA/YSDN 4901 3.0 OR

4901 6.0 Fall or Winter or Year 3 or 6 credits

Section A	Fall	3 credits	York	By Permission Only
Section G	Fall	3 credits	Sheridan	By Permission Only
Section M	Winter	3 credits	York	By Permission Only
Section S	Winter	3 credits	Sheridan	By Permission Only
Section A	Year	6 credits	York	By Permission Only
Section G	Year	6 credits	Sheridan	By Permission Only

Fall 2018 Program Timetable Planner

MONDAY

York

Morn.

Art in the City

Blended
FA/ARTH 1900 3.0 (A)

Communication Design 2

FA/YSDN 3004 3.0 (A)

User Centred Design: Prototyping and Usability

(formerly Design & Systems)
FA/YSDN 3005 3.0 (A)

Package Design

FA/YSDN 3010 3.0 (A)

Sheridan

3D Design

FA/YSDN 2010 3.0 (G: Lab 01)

Typeface Design

FA/YSDN 3003 3.0 (G)

Design Workshop

FA/YSDN 4004 6.0 (G)

Design Workshop

FA/YSDN 4004 6.0 (H)

TUESDAY

York

Art in the City

Blended
FA/ARTH 1900 3.0 (A)

Design Workshop

FA/YSDN 4004 6.0 (A)

Book Design

FA/YSDN 4005 3.0 (A)

Advanced Package Design

FA/YSDN 4010 3.0 (A)

Sheridan

Communication Design 1

FA/YSDN 2004 3.0 (G: Lab 01)

Communication Design 1

FA/YSDN 2004 3.0 (G: Lab 02)

Communication Design 2

FA/YSDN 3004 3.0 (G)

WEDNESDAY

York

Art in the City

Blended
FA/ARTH 1900 3.0 (A)

Making Interactive New Media Art

Lecture plus labs (W, R)
FA/DATT 1939 3.0 (A)

Visual Language

FA/YSDN 1001 3.0 (A: Lab 01)

Visual Language

FA/YSDN 1001 3.0 (A: Lab 02)

Typography 1

FA/YSDN 1005 3.0 (A: Lab 01)

History of Design

Lecture plus tutorials
FA/YSDN 2102 3.0 (A) Max 120
(A: Lect 01)
(A: Tutr 01)
(A: Tutr 02)
(A: Tutr 03)
(A: Tutr 04)

Aft.

Art in the City

Blended
FA/ARTH 1900 3.0 (A)

Typeface Design

FA/YSDN 3003 3.0 (A)

Time-based

Communication
FA/YSDN 3009 3.0 (A)

Time-based

Communication
FA/YSDN 3009 3.0 (B)

Processes and Workflows: Visual Interaction Design

(formerly Interactivity Design 2)
FA/YSDN 2005 3.0 (G: Lab 01)

Advanced Models and Speculative Interfaces: Visual Interaction Design

(formerly Interactivity Design 3)
FA/YSDN 3006 3.0 (G)

Time-based

Communication
FA/YSDN 3009 3.0 (G)

Professional Aspects of Design

Lecture
FA/YSDN 4104 3.0 (G)
(Meets every second week. Max 110)

Art in the City

Blended
FA/ARTH 1900 3.0 (A)

Information Narratives and Sequences

(formerly Information Design 2)
FA/YSDN 3008 3.0 (B)

Design for Public Awareness

Lecture
FA/YSDN 3104 3.0 (A) Max 45

Design Workshop

FA/YSDN 4004 6.0 (C)

Data Visualization Design

(formerly Information Design 4)
FA/YSDN 4008 3.0 (A)

Communication Design 1

FA/YSDN 2004 3.0 (G: Lab 03)

Information Narratives and Sequences

(formerly Information Design 2)
FA/YSDN 3008 3.0 (G)

Editorial Design

FA/YSDN 3011 3.0 (G)

Art in the City

Blended
FA/ARTH 1900 3.0 (A)

Visual Language

FA/YSDN 1001 3.0 (A: Lab 03)

Typography 1

FA/YSDN 1005 3.0 (A: Lab 02)

Typography 1

FA/YSDN 1005 3.0 (A: Lab 03)

Eve.

Information Narratives and Sequences

(formerly Information Design 2)
FA/YSDN 3008 3.0 (A)

Advanced Topics in Interactivity

(formerly Interactive System Design)
FA/YSDN 4003 3.0 (A)

Design Workshop

FA/YSDN 4004 6.0 (B)

Corporate Identity Design

Blended
FA/YSDN 4007 3.0 (A)

THURSDAY

FRIDAY

Sheridan

Visual Language

FA/YSDN 1001 3.0 (G: Lab 01)

Visual Language

FA/YSDN 1001 3.0 (G: Lab 02)

Typography 1

FA/YSDN 1005 3.0 (G: Lab 01)

Visual Language

FA/YSDN 1001 3.0 (G: Lab 03)

Typography 1

FA/YSDN 1005 3.0 (G: Lab 02)

Typography 1

FA/YSDN 1005 3.0 (G: Lab 03)

York

Art in the City

Blended

FA/ARTH 1900 3.0 (A)

Typography 2

FA/YSDN 2003 3.0 (A: Lab 01)

**Processes and Workflows:
Visual Interaction Design**

(formerly Interactivity Design 2)

FA/YSDN 2005 3.0 (A: Lab 01)

**Processes and Workflows:
Visual Interaction Design**

(formerly Interactivity Design 2)

FA/YSDN 2005 3.0 (A: Lab 02)

Art in the City

Blended

FA/ARTH 1900 3.0 (A)

**Making Interactive
New Media Art**

Lecture plus labs (W, R)

FA/DATT 1939 3.0 (A)

Typography 2

FA/YSDN 2003 3.0 (A: Lab 02)

Typography 2

FA/YSDN 2003 3.0 (A: Lab 03)

**Processes and Workflows:
Visual Interaction Design**

(formerly Interactivity Design 2)

FA/YSDN 2005 3.0 (A: Lab 03)

**Advanced Models and
Speculative Interfaces:
Visual Interaction Design**

(formerly Interactivity Design 3)

FA/YSDN 3006 3.0 (A)

Sheridan

Critical Issues in Design

Lecture

FA/YSDN 1101 3.0 (G) Max 120

Typography 2

FA/YSDN 2003 3.0 (G: Lab 01)

**Processes and Workflows:
Visual Interaction Design**

(formerly Interactivity Design 2)

FA/YSDN 2005 3.0 (G: Lab 02)

**Advanced Models and
Speculative Interfaces:
Visual Interaction Design**

(formerly Interactivity Design 3)

FA/YSDN 3006 3.0 (H)

Typography 2

FA/YSDN 2003 3.0 (G: Lab 02)

Typography 2

FA/YSDN 2003 3.0 (G: Lab 03)

**Processes and Workflows:
Visual Interaction Design**

(formerly Interactivity Design 2)

FA/YSDN 2005 3.0 (G: Lab 03)

York

Communication Design 1

FA/YSDN 2004 3.0 (A: Lab 01)

Communication Design 1

FA/YSDN 2004 3.0 (A: Lab 02)

Communication Design 1

FA/YSDN 2004 3.0 (A: Lab 03)

Package Design

FA/YSDN 3010 3.0 (B)

Editorial Design

FA/YSDN 3011 3.0 (A)

Design Lab

FA/YSDN 4013 3.0 (A) Max 10

Sheridan

**Information Narratives
and Sequences**

(formerly Information Design 2)

FA/YSDN 3008 3.0 (H)

**Environmental
Graphic Design**

FA/YSDN 3014 3.0 (G)

Design Workshop

FA/YSDN 4004 6.0 (J)

Design Workshop

FA/YSDN 4004 6.0 (K)

**Contemporary Problems
in Design**

Lecture

FA/YSDN 3102 3.0 (G) Max 45

Type in Motion

FA/YSDN 4002 3.0 (G)

Book Design

FA/YSDN 4005 3.0 (G)

Corporate Identity Design

FA/YSDN 4007 3.0 (G)

(A) Letter in parentheses
indicates course section

Winter 2019 Program Timetable Planner

MONDAY

York

Morn.

Dance, Film & Culture

Blended
FA/DANC 1900 3.0 (M)

Communication Design 2

FA/YSDN 3004 3.0 (M)

Package Design

FA/YSDN 3010 3.0 (M)

Sheridan

3D Design

FA/YSDN 2010 3.0 (S: Lab 01)

Typeface Design

FA/YSDN 3003 3.0 (S)

Design Workshop

FA/YSDN 4004 6.0 (G)

Design Workshop

FA/YSDN 4004 6.0 (H)

Design Management

Lecture
FA/YSDN 4102 3.0 (S) Max 45

Design Thinking

Lecture
FA/YSDN 2104 3.0 (S) Max 20

Package Design

FA/YSDN 3010 3.0 (S)

Professional Aspects of Design

Lecture
FA/YSDN 4104 3.0 (G)
(Meets every second week. Max 110)

Drawing for Design

FA/YSDN 2012 3.0 (M: Lab 01)

Drawing for Design

FA/YSDN 2012 3.0 (M: Lab 02)

Evolution of Information Design

Blended
FA/YSDN 2108 3.0 (M) Max 40

History and Culture of Interaction Design

Blended
FA/YSDN 2109 3.0 (M) Max 40

Information Mapping and Networks

(formerly Information Design 3)
FA/YSDN 3012 3.0 (M)

User Centred Design: Prototyping and Usability

(formerly Design & Systems)
FA/YSDN 3005 3.0 (M)

Editorial Design

FA/YSDN 3011 3.0 (M)

TUESDAY

York

Dance, Film & Culture

Blended
FA/DANC 1900 3.0 (M)

Information Mapping and Networks

(formerly Information Design 3)
FA/YSDN 3012 3.0 (S)

Design Workshop

FA/YSDN 4004 6.0 (A)

Interactive Objects and Environments formerly

Design in Interactive Environments
FA/YSDN 4009 3.0 (M)

Design Workshop

FA/YSDN 4004 6.0 (C)

Advanced Package Design

FA/YSDN 4010 3.0 (M)

Type in Motion

FA/YSDN 4002 3.0 (M)

Book Design

FA/YSDN 4005 3.0 (M)

Sheridan

Graphic Design in Canada

Lecture
FA/YSDN 2106 3.0 (S) Max 40

Communication Design 2

FA/YSDN 3004 3.0 (S)

User Centred Design: Prototyping and Usability

(formerly Design & Systems)
FA/YSDN 3005 3.0 (S)

Information Mapping and Networks

(formerly Information Design 3)
FA/YSDN 3012 3.0 (S)

3D Design

FA/YSDN 2010 3.0 (S: Lab 02)

Materials & Methods

FA/YSDN 2013 3.0 (S)

Research in Design

(formerly FA/YSDN 2103 3.0)
Lecture
FA/YSDN 3112 3.0 (S) Max 120

WEDNESDAY

York

Design & Image

FA/YSDN 1002 3.0 (M: Lab 01)

Design & Image

FA/YSDN 1002 3.0 (M: Lab 02)

Fundamentals and Methods: Visual Interaction Design

(formerly Interactivity Design 1)
FA/YSDN 1006 3.0 (M: Lab 01)

Image and Influence

Lecture
FA/YSDN 3106 3.0 (M) Max 45

Design, Dissent and the Public Sphere

Lecture
FA/YSDN 3108 3.0 (M) Max 45

Design & Image

FA/YSDN 1002 3.0 (M: Lab 03)

Fundamentals and Methods: Visual Interaction Design

(formerly Interactivity Design 1)
FA/YSDN 1006 3.0 (M: Lab 02)

Fundamentals and Methods: Visual Interaction Design

(formerly Interactivity Design 1)
FA/YSDN 1006 3.0 (M: Lab 03)

Design Placement

Blended
FA/YSDN 3111 3.0 (M)

Dance, Film & Culture

Blended
FA/DANC 1900 3.0 (M)

Design Workshop

FA/YSDN 4004 6.0 (B)

Corporate Identity Design

FA/YSDN 4007 3.0 (M)

THURSDAY

FRIDAY

Sheridan

Design & Image

FA/YSDN 1002 3.0 (S: Lab 01)

Design & Image

FA/YSDN 1002 3.0 (S: Lab 02)

**Fundamentals and Methods:
Visual Interaction Design**

(formerly Interactivity Design 1)

FA/YSDN 1006 3.0 (S: Lab 01)

Design & Image

FA/YSDN 1002 3.0 (S: Lab 03)

**Fundamentals and Methods:
Visual Interaction Design**

(formerly Interactivity Design 1)

FA/YSDN 1006 3.0 (S: Lab 02)

**Fundamentals and Methods:
Visual Interaction Design**

(formerly Interactivity Design 1)

FA/YSDN 1006 3.0 (S: Lab 03)

York

Typography 3

FA/YSDN 2007 3.0 (M: Lab 01)

Typography 3

FA/YSDN 2007 3.0 (M: Lab 02)

**Information Design Concepts
and Methodologies**

(formerly Information Design 1)

FA/YSDN 2008 3.0 (M: Lab 01)

Dance, Film & Culture

Blended

FA/DANC 1900 3.0 (M)

Music in the City

Blended

FA/MUSI 1900 3.0 (M)

**Information Design Concepts
and Methodologies**

(formerly Information Design 1)

FA/YSDN 2008 3.0 (M: Lab 02)

**Information Design Concepts
and Methodologies**

(formerly Information Design 1)

FA/YSDN 2008 3.0 (M: Lab 03)

Music in the City

Blended

FA/MUSI 1900 3.0 (M)

Sheridan

Typography 3

FA/YSDN 2007 3.0 (S: Lab 01)

**Information Design Concepts
and Methodologies**

(formerly Information Design 1)

FA/YSDN 2008 3.0 (S: Lab 01)

**Information Design Concepts
and Methodologies**

(formerly Information Design 1)

FA/YSDN 2008 3.0 (S: Lab 02)

Typography 3

FA/YSDN 2007 3.0 (S: Lab 02)

Typography 3

FA/YSDN 2007 3.0 (S: Lab 03)

**Information Design Concepts
and Methodologies**

(formerly Information Design 1)

FA/YSDN 2008 3.0 (S: Lab 03)

York

Dance, Film & Culture

Blended

FA/DANC 1900 3.0 (M)

Design & Colour

FA/YSDN 1004 3.0 (M: Lab 01)

Design & Colour

FA/YSDN 1004 3.0 (M: Lab 02)

Typography 3

FA/YSDN 2007 3.0 (M: Lab 03)

**Time-based
Communication 2**

FA/YSDN 3013 3.0 (M)

Another Design Lab

FA/YSDN 4014 3.0 (M) Max 10

Sheridan

Type in Motion

FA/YSDN 4002 3.0 (S)

Design Workshop

FA/YSDN 4004 6.0 (J)

Design Workshop

FA/YSDN 4004 6.0 (K)

**Time-based
Communication 2**

FA/YSDN 3013 3.0 (S)

**Advanced Topics
in Interactivity**

(formerly Interactive System Design)

FA/YSDN 4003 3.0 (S)

Corporate Identity Design

FA/YSDN 4007 3.0 (S)

(A) Letter in parentheses
indicates course section

Supplementary Fees

Note: There are no Voluntary or Compulsory Supplementary Fees for BDes Honours majors.

Note: When BDes Honours majors enrol into courses, the supplementary fees will be on your student account. These charges will be reversed in subsequent months.

⋮ Voluntary Supplementary Fees

For non-major students wishing to use the design facilities and equipment located in DB (formerly TEL) outside of class assigned times there is a Voluntary Supplementary Fee of \$75 per term.

Use of the design facilities and equipment is for the proper completion of assigned design projects only. Privileges may be withheld for improper use. All users must abide by the posted regulations.

⋮ Payment of Fees

Voluntary Supplementary Fees are payable by debit or credit card at the Department of Design administrative offices. Hours for payment are from 10:00 – 12:00 and from 14:00 – 16:00. Your receipt is issued as proof of payment and must be shown to the instructor, technician and /or student monitor upon request.

User names and passwords will be issued by the technician to those students presenting a receipt of payment. No access or use of equipment outside of class scheduled time will be allowed without a user name and password.

The York user name and password will be issued (at no additional fee) at the beginning of each term. *Please note you will need a Sheridan username and password to use the computers in Sheridan labs.*

All students should check the notice boards outside of the computer facilities and studios for open access time, user regulations and policies.

⋮ Compulsory Supplementary Fees (Associated Course Fees)

Compulsory Supplementary Fees (associated course fees) are charged and collected by the Registrar's Office for all non-majors – (students not currently enrolled in the York/Sheridan Program in Design).

Compulsory Supplementary Fees (associated course fees) can be divided into three main areas as follows:

ADMINISTRATION

A portion of the Supplementary Fee may cover some of the costs incurred to organize and execute the course. Duplication of class handouts, copying of worksheets, duplication of supplementary reading handouts, the paying of royalties to authors or copyright holders, etc., are a few examples of costs paid for under this category. Auxiliary expenses over and above those borne by the Department may also be included in this category. Some examples include: movie/tape rentals, taping and the paying of royalties and/or re-broadcast fees and approved expenses incurred while on

field trips. Materials consumed by your Instructor or by the Technician /Demonstrator while giving demonstrations are also covered by this category.

MATERIALS

The materials portion of the Supplementary Fee covers the cost of materials handed out or consumed in class. You are required or requested to use these materials for the proper completion of projects or exercises – the results of which you retain. Bulk purchases of materials demonstrate cost per unit savings to you. Some materials purchased for you are not available to individuals and must be purchased by a licensed and/or inspected institution.

ACCESS

A portion of the Supplementary Fee may cover the costs of rentals/ leases of equipment, purchases of new capital equipment, purchase of resource and reference materials, monitors' wages, etc. By far the greatest amount of money in this category goes to pay for site licenses of software and the paying of royalty fees for font usage.

COMPULSORY SUPPLEMENTARY FEES BY COURSE NUMBER ACADEMIC YEAR 2018/2019

FA/YSDN 1001	3.0	\$50.00	FA/YSDN 3013	3.0	\$70.00
FA/YSDN 1002	3.0	\$50.00	FA/YSDN 3014	3.0	\$70.00
FA/YSDN 1004	3.0	\$50.00	FA/YSDN 3015	3.0	\$70.00
FA/YSDN 1005	3.0	\$60.00	FA/YSDN 3102	3.0	\$20.00
FA/YSDN 1006	3.0	\$60.00	FA/YSDN 3104	3.0	\$20.00
FA/YSDN 1101	3.0	\$20.00	FA/YSDN 3105	3.0	\$20.00
FA/YSDN 1110	3.0	\$25.00	FA/YSDN 3106	3.0	\$20.00
FA/YSDN 2003	3.0	\$60.00	FA/YSDN 3111	3.0	\$20.00
FA/YSDN 2004	3.0	\$60.00	FA/YSDN 3112	3.0	\$20.00
FA/YSDN 2005	3.0	\$60.00	FA/YSDN 4002	3.0	\$70.00
FA/YSDN 2007	3.0	\$60.00	FA/YSDN 4003	3.0	\$70.00
FA/YSDN 2008	3.0	\$60.00	FA/YSDN 4004	6.0	\$100.00
FA/YSDN 2010	3.0	\$50.00	FA/YSDN 4005	3.0	\$70.00
FA/YSDN 2011	3.0	\$50.00	FA/YSDN 4006	3.0	\$70.00
FA/YSDN 2012	3.0	\$50.00	FA/YSDN 4007	3.0	\$70.00
FA/YSDN 2013	3.0	\$50.00	FA/YSDN 4008	3.0	\$70.00
FA/YSDN 2102	3.0	\$20.00	FA/YSDN 4010	3.0	\$70.00
FA/YSDN 2104	3.0	\$20.00	FA/YSDN 4102	3.0	\$20.00
FA/YSDN 2105	3.0	\$20.00	FA/YSDN 4104	3.0	\$25.00
FA/YSDN 2106	3.0	\$20.00	FA/YSDN 4110	3.0	\$20.00
FA/YSDN 2107	3.0	\$20.00			
FA/YSDN 2108	3.0	\$20.00			
FA/YSDN 3003	3.0	\$70.00			
FA/YSDN 3004	3.0	\$70.00			
FA/YSDN 3005	3.0	\$70.00			
FA/YSDN 3006	3.0	\$70.00			
FA/YSDN 3008	3.0	\$70.00			
FA/YSDN 3009	3.0	\$70.00			
FA/YSDN 3010	3.0	\$70.00			
FA/YSDN 3011	3.0	\$70.00			
FA/YSDN 3012	3.0	\$70.00			

General Information

☰ York University

YORK UNIVERSITY

WEB REGISTRATION AND ENROLMENT SYSTEM ON-LINE

INFORMATION: www.currentstudents.yorku.ca

If the problem involves a Passport York username or password, please contact the Computing Commons Counter. Their contact information is Computing Commons, William Small Centre; Phone: 416 736 5800 or Email: accounts@yorku.ca

YORK STUDENT CLIENT SERVICES

Bennett Centre for Student Services, 4700 Keele Street, Toronto, Ontario M3J 1P3 Canada 416 872 9675
Website: www.registrar.yorku.ca

OFFICE OF STUDENT FINANCIAL SERVICES

Bennett Centre for Student Services, 4700 Keele Street, Toronto, Ontario M3J 1P3 Canada 416 872 9675 www.sfs.yorku.ca

All front-line services regarding OSAP, student accounts and scholarships are provided through Student Client Services in the Bennett Centre for Student Services, and the majority of your inquiries can be handled there.

Note: All ysdn students must apply for OSAP through Sheridan College only.

☰ Sheridan College

SHERIDAN OFFICE OF REGISTRAR

Trafalgar Road Campus, Room D100
Hours: Monday – Friday 08:00 – 16:30
Phone: 905 845 9430 option 4
Website: myotr.sheridaninstitute.ca

SHERIDAN STUDENT SERVICES CENTER

Trafalgar Road Campus, Room B104
Hours: Monday – Friday 08:00 – 17:00
Phone: 905 845 9430, x2557
Email: askanadvisor@sheridancollege.ca
Website: studentservices.sheridancollege.ca

SHERIDAN FINANCIAL AID OFFICE (for OSAP only)

Trafalgar Road Campus, Room D100,
Hours: Monday – Friday 08:00 – 16:30
Phone: 905 815 4060
Fax: 905 815 4083
Email: fin.aid@sheridancollege.ca

OSAP ASSISTANCE FOR YSDN STUDENTS

All ysdn students must apply for OSAP through Sheridan College only. Students must apply on the OSAP website:
<http://osap.gov.on.ca>

☰ Important Contacts

YORK UNIVERSITY

Office of Advising and Student Integrated Services: 416 736 5135
Housing: 416 736 5152
Parking: 416 736 5335
Scott Library: 416 736 5181
Student Community & Leadership Development: 416 736 5144

SHERIDAN COLLEGE

Phone: 905 845 9430
Recruitment Tours: x2075
Library: x2482
Housing off-campus: places4students.com
Residence: x7300
Student Services Centre: x2557

☰ Security

Student safety and security is a priority at both York University and Sheridan College. Students should familiarize themselves with the locations and services available.

YORK SECURITY

4700 Keele Street, 228 William Small Centre
Phone: x58000 or 416 650 8000
Website: security.info.yorku.ca
To arrange for a safe escort (goSAFE program): 416 736 5454 or x55454 (hours: 18:00-02:00 Sept.-Apr.; 20:00-02:00 Summer)

SHERIDAN CAMPUS SECURITY SERVICES

Trafalgar Road Campus, First floor of B-Wing (across from the bookstore)
Phone: x4044 or 905 815 4044
Website: www.sheridancollege.ca/life-at-sheridan/campus-services/security.aspx
To arrange for a safe escort (Safe Walk program): 905 845 9430, x4044 or 905 815 4044

☰ Student Identification Cards

All students enrolled in the York/Sheridan Program in Design will need student identification cards from each institution. To obtain your valid identification cards please complete the requirements for each institution.

YU-CARD

The YU-CARD is York University's official integrated photo id and debit card. While you are a student at York, the YU-CARD will be your key to important services such as the library and the meal plan. Starting in 2018, the YU-CARD will also provide access to the design studios in the Dahdaleh Building. The YU-CARD will not expire each session, so you will not have to get a new card every year.

The yu-card is mandatory for all students. Information about obtaining yu-cards for returning and new students is posted on-line at www.yorku.ca/yucard/.

SHERIDAN ONECARD

The Sheridan **onecard** is a multipurpose identification and access card for Sheridan students and staff. It provides a consistent method of identification that will give an additional means of establishing a safe and secure environment for students and employees on campus. Also, the **onecard** will be used to provision users with access to Sheridan:

- Libraries
- Network printers
- Campus recreation facilities
- Equipment sign-out facilities*
- Specialized labs and classrooms*

**Not all users will have access to all facilities – access will be dependent on your academic or administrative area.*

Every YSDN student requires a Sheridan **onecard** in order to use the design labs, classrooms, and network printers. Further information on the **onecard** can be found at <https://it.sheridancollege.ca/onecard/>.

Passport York

Passport York is York's primary method of on-line authentication. You must sign up for your Passport York username and password so that you can log into York's on-line services for students. Passport York determines which services you are able to access.

If you are a new student and have not signed up for Passport York, the first time you go to an application that requires the Passport York login, click on the button that says *New Student Sign Up!*

The next screen will ask you to login with your student number and date of birth. Follow the steps as they are listed. You will be asked to give yourself a Passport York username and password. It is important that you remember what you choose.

Once you have both your Passport York username and password, you can access the various on-line services for students.

If you have forgotten your Passport York username and password, click on any application that requires Passport York and then click on *Forgot your password or username?*

Access Sheridan

Access Sheridan is your gateway to accessing Sheridan information and services including Sheridan E-mail, Software Installation, Mobile Computing, YSDN labs and computers (and any computers on campus), WiFi connection on campus, Lynda.com and more.

Please note that YSDN students should view their timetables through their Passport York account only. YSDN timetables are not posted on Access Sheridan.

Enrolment Process

Adding and dropping courses is done on-line through the university's registration and enrolment system. Access to your records, instructions on how to add and drop courses, enrolment guides, and other enrolment information is available through the York University website (www.yorku.ca). Click on *Current Students*, then the appropriate tab for the information you require.

PAYING YOUR DEPOSIT (for undergraduate students new to York University)

Note: Effective the Summer 2015 session, continuing York students will no longer be required to pay a registration deposit when enrolling in courses.

A registration deposit is required of all new students to York University in order to confirm their registration.

(sfs.yorku.ca/fees/deposit)

- New students who do not pay the registration deposit on time will not be permitted to enrol in additional courses through the Registration and Enrolment Module.
- Please refer to the payment options outlined on the website. Go to sfs.yorku.ca and click on *Fees*.
- If you have an overdue amount on your student account you may not be able to enrol into courses.

Advising Process for Enrolment

All incoming first year students and new upper year students will have an on-line advising enrolment appointment as outlined in your offer of admission letter. If you have any questions or require further information about the School of Arts, Media, Performance & Design enrolment process, contact The Office of Advising and Student Integrated Services from 09:00 AM – 15:30 PM Monday to Friday to answer any of your questions. They may be contacted at 416 736 5524 or emailed at joinampd@yorku.ca.

All returning students will enrol by themselves using the university's registration and enrolment system.

Orientation

Orientation for new students to the York/Sheridan Program in Design will take place at both institutions during the last week of August or beginning of September 2018 (dates to be confirmed). At this time, students will be introduced to faculty, staff and other students.

⋮ Financial Aid

Both Sheridan and York are committed to an enhanced financial assistance program based on demonstrated need. A good portion of the program fees will be used to support a generous bursary program. It is offered in addition to standard scholarships for new and continuing students.

OSAP ASSISTANCE FOR BDES STUDENTS (IMPORTANT*)

***All YSDN students must apply for OSAP through Sheridan College only.**

Students must apply on the OSAP website: <http://osap.gov.on.ca>.

ONTARIO STUDENT ASSISTANCE PROGRAM (OSAP)

Through the Ontario Student Assistance Program, students can apply for loans and grant assistance to help with their educational costs. The provincial government determines your financial need according to its criteria and may supplement your personal resources through loans or grants. These funds may not be sufficient to cover all of your educational and living expenses. Students are encouraged to explore all other financial avenues: personal savings, family assistance, bursaries, student bank loans and part-time work.

Check the OSAP website at <http://osap.gov.on.ca> to:

- apply for OSAP loans directly on-line;
- check the status of your osap application;
- change your mailing address on your OSAP record.

⋮ Scholarships, Awards and Bursaries

SCHOLARSHIPS & AWARDS

A number of scholarships and awards are available to students. Scholarships are awarded to students who demonstrate outstanding academic achievement and may be partially based on financial need.

For a complete listing of York University scholarships and awards and the Student Financial Profile (SFP), please see the website at sfs.yorku.ca/scholarships.

The York University Continuing Student Scholarship is distributed annually in August to students who have achieved outstanding academic results in the previous Fall/Winter and Summer Sessions. The monetary value of the awards varies according to the level of academic achievement and course load. No application is required for this scholarship.

BURSARIES

Students registered in the York/Sheridan Program in Design are eligible for the York/Sheridan Needs Bursary. The bursary is awarded to current YSDN students in good academic standing who demonstrate a tuition book shortfall. You must be an Ontario resident who has been assessed for OSAP funding. See further information at sfs.yorku.ca/scholarships/current/sag.

Please note that all scholarship, award, and bursary recipients must be registered at the University. Scholarships, awards, and bursaries are applied directly to the recipients' Student Account at York University.

⋮ Income Tax Forms

Relevant tax forms, i.e. Tuition and Education Credit Certificates (T220A's) and T4A's, are available on the web by February 28 each year. Students (both current students and those already graduated) must print their own copies of T220A's from the web at sfs.yorku.ca/fees/taxforms. You will need your Passport York ID to log into this password-protected site.

If parents or accountants require copies of these forms, it is the student's responsibility to print them from the web, as outlined above.

⋮ YFS Student Health Plan

The mandatory YFS Health Plan is sponsored by the York Federation of Students. A full description of the plan is available from the YFS Health Plan Office.

OPTING OUT OF THE PLAN

If you already have extended personal health coverage you may opt out of the YFS-sponsored plan. To do so, you must fill out a waiver form **each year**. If you are eligible to opt out, and do so before the deadline in early October, the charge will be reversed on your student account. Questions concerning the Plan and opting out should be directed to the YFS Health Plan Office, located at 106 Student Centre.

Phone: 416 736 2100 EXT. 58066

Email: healthplan@yfs.ca

⋮ Winters College at York University

Winters College is the Fine Arts College at York University. Through its association with the School of Arts, Media, Performance & Design and its programs and facilities, Winters provides a congenial and stimulating base for all Arts, Science and School of Arts, Media, Performance & Design students interested in making art, culture and creativity part of their daily campus life. Facilities include a junior common room, music practice rooms, an art gallery, the Winters Club Lounge, as well as the Absinthe Pub and Coffee Shop.

The intellectual, cultural and social life of the college extends into festivals, conferences and performances connected with the arts. It sponsors dances, concerts and trips to plays, operas and major art centres. Many of these special programs and events are organized by a student-elected council which reports to the Master of the College. In addition, the Winters College Council and the Creative Arts Students' Association have collaborated on several programs of special interest to School of Arts, Media, Performance & Design students, such as Orientation. The Master's Office is located in 121 Winters College.

Phone: 416 650 8199; Website: www.winters.yorku.ca

☸ International Student Information

YORK UNIVERSITY

York International – International Student Services Program

York International is responsible for offering programs and services to international students at York University. As such, it is the primary contact office at York University for international students.

York International provides seminars and information sessions throughout the year for all international students. These include sessions on academic life at York, graduation, financial aid and planning, on-campus employment, Canada Immigration regulations and Canadian taxes. An extensive reception and orientation service is offered for new international students at the start of each term.

York International also administers the University Health Insurance Plan (UHIP), which is mandatory for international students. Individual advising is available to international students on issues such as academic and cultural adjustment, financial planning and immigration regulations. For more information, contact:

York International, York Lanes 200
York University, 4700 Keele Street
Toronto, Ontario Canada M3J 1P3
Phone: 416 736 5177
Email: yiinfo@yorku.ca
Website: international.yorku.ca

SHERIDAN COLLEGE

Sheridan College

1430 Trafalgar Road
Room B360
Oakville, Ontario L6H 2L1 Canada
Phone: 905 845 9430 x2498
Email: international@sheridancollege.ca
Website: www.studyatsheridan.ca

☸ Exchange Programs

For information on exchange programs contact York International.

Phone: 416 736 5177
Email: yiinfo@yorku.ca

☸ Parking

YORK AND SHERIDAN PERMITS

All York/Sheridan Program in Design students may purchase one York/Sheridan Parking Decal that will allow them to park on both campuses. This permit is issued by the Parking Office at York University. Further information and applications are available from the Parking Office, Suite 222, William Small Centre, 155 Campus Walk, York University.

Phone: 416 736 5335. Please specify that you are a York/Sheridan Program in Design student.
Website: www.yorku.ca/parking

☸ Class Cancellations Due to Weather

York University: 416 736 5600 or check for updates on the Campus Weather Advisory on webapps.yorku.ca/weather or sheridancollege.ca.

Sheridan College: 905 845 9430 x33299 for all class cancellations.

☸ Resources and Facilities

York/Sheridan Program in Design students are encouraged to take full advantage of both York & Sheridan's facilities and support services.

YORK UNIVERSITY

Support Services: redzone.sclld.yorku.ca

Have questions and don't know where to start?

RED Zone at the Student Community & Leadership Development Kiosk in the Centre of Vari Hall

Mon-Fri, 10:00-16:00

Email: redzone@yorku.ca

SHERIDAN COLLEGE

Support Services: studentservices.sheridancollege.ca

Have questions and don't know where to start?

Student Services Centre, Trafalgar Road Campus, Room B104

Mon-Fri, 08:00-17:00

Email: askanadvisor@sheridancollege.ca

☸ Counselling & Accessibility Services

Both York University and Sheridan College provide counselling and accessibility services.

YORK CAMPUS

Student Accessibility Services:

Website: yorku.ca/accessibility-services

Incoming students with general inquiries can contact Student Accessibility Services at 416 736 5755

Student Accessibility Services on the Keele campus is made up of three individual units.

Bennett Centre for Student Services w128

Phone: 416 736 5383

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

Bennett Centre for Student Services N110

Phone: 416 736 5350

Provides educational support to students with documented mental health disabilities.

Student Responsibilities

Ross Building N108

Phone: 416 736 5140

TTY: 416 736 5263

Provides educational support to students with documented physical, sensory & medical disabilities.

Student Counselling & Development:

Website: yorku.ca/student-counselling

Bennett Centre for Student Services N110

Phone: 416 736 5297

SHERIDAN CAMPUS

Accessible Learning Services:

Trafalgar Campus, Room B104

Phone: 905 845 9430 x2530

Note: For personal counseling or group therapy at Sheridan, please visit the Student Services Centre in room B104 or call 905-845-9430, x2521.

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.



All course work is to be submitted directly to the course instructor during scheduled course hours. Do not submit work to the Department of Design Administrative Offices. Students should refer to the University Calendar for the proper process of applying for Deferred Standing or requesting Aegrotat Standing, if such is applicable.

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 sessional and/or course-related dates pose such a conflict for you, contact the Course Director within the first two weeks of class. Similarly, should lab, practica, workshop, etc., assignments scheduled later in the term pose such a conflict, contact the Course Director immediately.

It is the responsibility of the student to always back-up/save/archive digital work – the hard drives on the computers will be trashed of all student files on a regular basis.

It is the responsibility of the student to read and understand both York and Sheridan's policies on proper use of computer facilities. These policies are posted on the York and Sheridan web sites:

York: <http://secretariat-policies.info.yorku.ca/>

Sheridan: policy.sheridanc.on.ca/default.aspx

It is the responsibility of the student to inform the Course Director, in a timely fashion, of any problems that may interfere with the student's progress in the course.

CODE OF CONDUCT

It is the responsibility of the student to read and understand both York and Sheridan's Code of Conduct policies.

York: oscr.students.yorku.ca

Sheridan: policy.sheridanc.on.ca/default.aspx

VISITING STUDENTS

You're a Visiting Student if you want to take credit courses at York but aren't seeking a degree or a certificate. To qualify as a Visiting Student, you either:

1. Currently attend another university and want to take York University courses on a Letter of Permission.
2. Already hold an undergraduate degree (three-year Bachelor's degree minimum) from an accredited university/university-level institution.
3. Do not hold an undergraduate degree from any university but want to enrol in York courses to fulfill the academic, upgrading or professional development requirements of a professional designation.

Further information is available at:

futurestudents.yorku.ca/requirements/visiting.

SPECIAL LEARNING ACCOMMODATIONS/PREFERENCES

Students who require special accommodations for learning course content and/or completing course work are encouraged to self-identify within a reasonable time frame and should work closely with the Course Director to develop processes to improve the course experience.

OCCUPATIONAL HEALTH AND SAFETY

Students must be aware of ergonomic factors related to the course work and should practice recommended exercises to prevent developing occupational related health problems.

COURSE OUTLINE

It is the student's responsibility to read the course outline and consult faculty to ensure they understand policies for particular courses.

ACADEMIC HONESTY

Please refer to the York Senate Policy on Academic Honesty (www.yorku.ca/secretariat/policies) for a discussion of academic honesty and definitions of breach of academic honesty. Among other things, the Senate Policy discusses offenses such as cheating, submission of one piece of work in satisfaction of two assignments without prior informed consent, impersonation, plagiarism and other misappropriation of the work of others, obstruction of the academic activities of another, aiding or abetting academic misconduct, etc.

In particular, students taking design courses should be mindful of the dangers of misappropriation and misrepresentation of another person's image(s).

In the creation and presentation of all design practicum works, students who use the work of others must clearly state the extent and nature of the appropriation to their instructor prior to submission. Credit information identifying the originator and/or source may be required. Failure to do so will constitute a breach of academic honesty. It may, in addition, be a breach of copyright law and/or any one of the four provisions of the Berne convention.

Penalties for breach of academic honesty may include:

- a failure in the course
- failure in the course plus a notation of breach of academic honesty on the official transcript, or
- suspension from York University and Sheridan College.

SPARK -Student Papers and Academic Research Kit

The purpose of this site is to help students understand academic integrity. Information available at:

www.yorku.ca/spark/academic_integrity

LEARNING SKILLS

The School of Arts, Media, Performance & Design encourages students to develop their study skills. If you wish to enhance your academic record, you might participate in

The Learning Skills Program

This program offers group workshops and individual counselling on the topics of reading, note taking, time management and preparing for exams.

Website: lss.info.yorku.ca

The Writing Centre

This centre offers practical instruction in all aspects of academic writing. Specialized tutors are also available to work with ESL students, and students who have disabilities affecting language learning and language skills.

Website: writing-centre.writ.laps.yorku.ca/

Room: S311 Ross

Phone: 416 736 5134

Email: lapswrit@yorku.ca

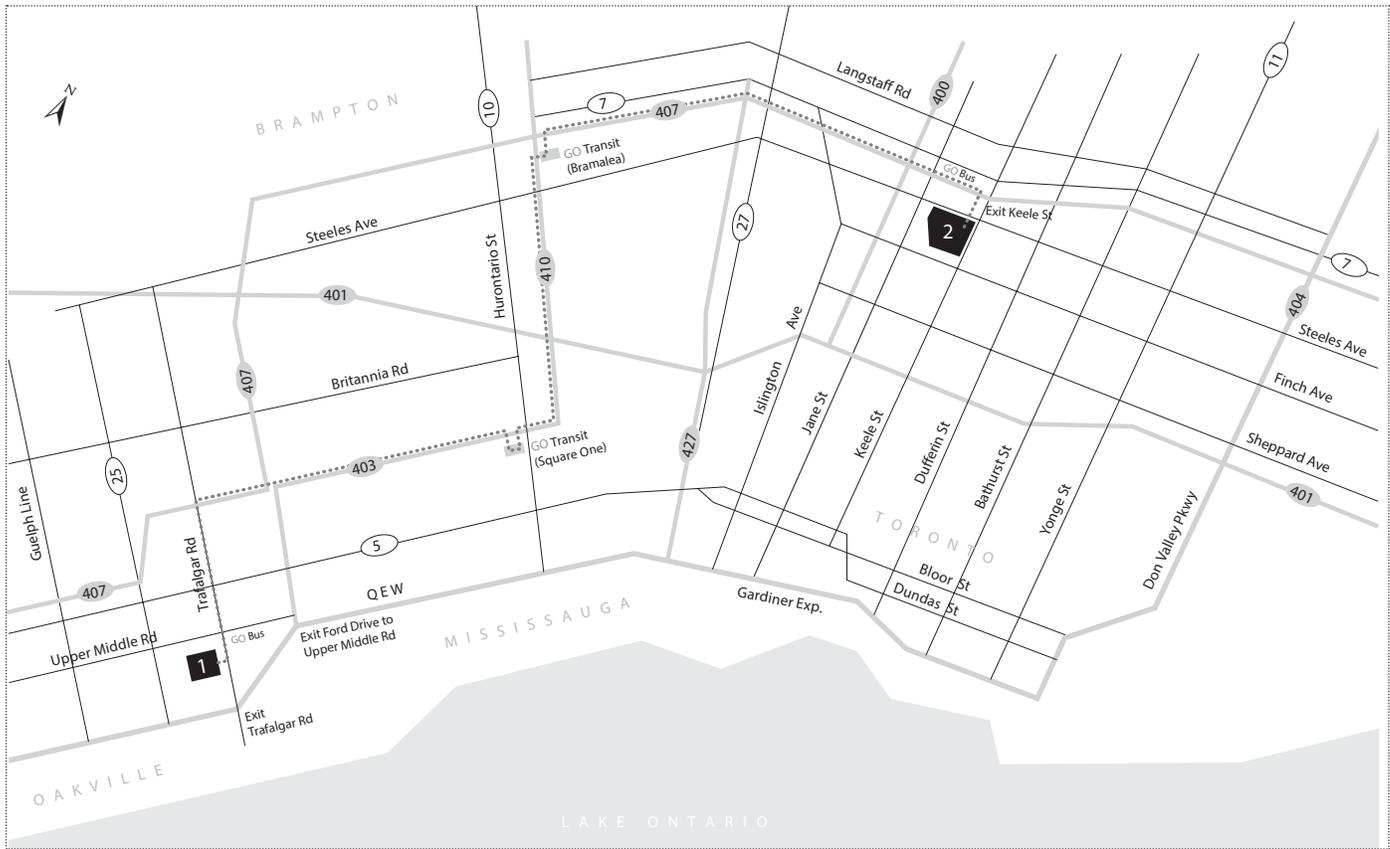
Note: For English tutoring at Sheridan, please visit the Learning Centre in the Library in the C-WING or call 905-845-9430, x2482.

Website: www.sheridancollege.ca/life-at-sheridan/student-services/tutoring.aspx

COMPUTING

The issue of intellectual property is particularly significant for designers, who will spend their careers generating IP and working with the IP of clients, illustrators, photographers and colleagues. Computing and access are not a right, but a privilege, according to university policy. Students have a duty and a responsibility to act ethically and professionally in order to retain that privilege, as we cannot possibly police all student activity. Any students found abusing this privilege, by misusing facilities or illegally downloading materials, will face potentially severe penalties, outlined in the policies of both York and Sheridan.

Campus Locations



..... Express GO bus route 46

SHERIDAN CAMPUS

1430 Trafalgar Road, Oakville

There are two entrances to the campus from Trafalgar Road.

There is an Express GO bus that runs between Sheridan's Trafalgar campus and York Keele campus. GO student discount stickers are available in the Sheridan **ONECARD** office.

Go Trains run from Union Station, Toronto and connecting local transit buses from Oakville Go Station to the College. Departure times for the local Oakville Transit 24 Sheridan bus route are synchronized with train arrivals.

For more information on how to get to the Sheridan campus visit <http://www.sheridancollege.ca/about/campus-locations/trafalgar.aspx>.

YORK CAMPUS

4700 Keele Street, Toronto

There are entrances to the campus from Keele Street, Jane Street, Steeles Avenue, and Finch Avenue.

Go Bus runs from York Campus to Sheridan's Trafalgar campus many times daily.

To obtain your Go Transit Student Identification card and be eligible for student fares, please visit gocard.yorku.ca/. Information about Student discounted fares can be found at www.gotransit.com.

The Express Go bus does not normally run during the summer months. Please contact Go Transit for up-to-date bus and train schedules and fare information. Call 416 869 3200 or 1 888 438 6646 toll free, or visit www.gotransit.com.

The following website provides information on public transit services to and from York University: transportation.info.yorku.ca.

Faculty

York and Sheridan design professors have received their education from leading design schools around the world. All are recognized as designers, researchers and/or published scholars.

RENÉE ALLEYN renee.alleyn@sheridancollege.ca

Professor, Faculty of Animation, Arts and Design, Sheridan College
| MA York University

Renée Alleyn is a Professor at Sheridan College where she teaches undergraduate courses in typography, type making, editorial design, and visual identity. She has over ten years of experience as an editorial and communications designer, with a focus on developing typographic identity systems. Renée is a graduate of the OCAD University Bachelor of Design program and has a Bachelor degree in gender and race studies from the University of Victoria. She holds a Master's degree in Communication and Culture studies from York University where her research investigated the historical social and political positioning of magazines in Canada. Renée's current interests explore the intersection of typography, digitized objects/spaces and the design needs posed by increasing global flows of people, information, and products.

DAVID CABIANCA AIGA dcabianca@yorku.ca

Associate Professor, Department of Design, York University
| MArch Princeton University USA; MFA 2D Design Cranbrook Academy of Art USA; MA Typeface Design University of Reading UK; MA Design Writing Criticism London College of Communication University of the Arts London UK
David Cabianca joining the department in 2005 and has taught typography, history and theory at California Institute of the Arts, Cranbrook Academy, OCAD and both architecture studio and theory and criticism at the University of Manitoba and the University of Michigan. His writing has appeared in *Emigre*, *Design Issues*, *Design Observer*, *Design and Culture*, and *The Journal of Design History*. His research and scholarship interests have to date focused on typeface design, contemporary graphic design, issues of representation and disciplinary conflict.

His typeface Cardea was released by the Emigre Font Foundry in 2014. In 2012, he was one of the organizers of the AIGA Design Educators Conference, "Blunt: Explicit and Graphic Design Criticism Now." He is currently working on a book featuring Ed Fella's image archive with co-authors Lorraine Wild, Rick Poynor and Andrea Fella.

BRIAN DONNELLY brian.donnelly@sheridancollege.ca

Professor, Faculty of Animation, Arts and Design, Sheridan College
| PhD, BFA Queen's University, MA Carleton University
Brian Donnelly has a background in fine art, a fifteen year career as a graphic designer and art director, and for the past twelve years has been studying and teaching the history of design and visual culture. His approach places images firmly in their social context and incorporates a broad range of ideas from philosophy, economics, and critical and cultural theory. His specific research focus is on graphic design history in Canada. The pursuit of this under-appreciated subject has taken him across Canada, and resulted in the award of several grants. He has been an invited speaker at conferences from Vancouver to Halifax, and at the first international Visual Studies conference in Madrid. As well as at York/Sheridan, he has taught at the Ontario College of Art & Design and Queen's University.

SANDRA GABRIELE MDes sandrag@yorku.ca

Associate Professor, Department of Design, York University
| University of Alberta, School of Design (Schule für Gestaltung) Basel, Ontario College of Art

Sandra Gabriele is a graduate of the Ontario College of Art, Toronto, the School of Design, Basel and holds an MDes in Visual Communication Design from the University of Alberta. She is currently completing a MASc in Human Computer Interaction at Carleton University in Ottawa.

In professional practice, she has designed communications materials for a variety of clients: government organizations, corporations, small businesses and non-profit organizations. Her research interests are in the area of typography (legibility and text visualization), information design (patient safety initiatives involving graphic design) and the evaluation of design with user centred methods.

DAVID GELB dgelb@yorku.ca

Associate Professor, Department of Design, York University
| MEd University of Toronto, BFA University of Guelph

David Gelb's research is focused on both design and education. His work explores the potential of technology-enhanced learning and interactive design education within a graphic design context. He continues to present his scholarly work on collaborative technologies and participatory learning at international design conferences and workshops. His practice includes information architecture, user-centered research methods and mobile interface design. He has created a variety of professional and creative projects, including mobile applications, social media strategies and interactive installations. His current teaching includes a range of interactive design and time-based communication courses at the undergraduate and graduate level.

JAN HADLAW jhadlaw@yorku.ca

Associate Professor, Department of Design, York University
| PhD Simon Fraser University, MA Concordia University, BFA
Concordia University

Jan Hadlaw is a historian of design and media. Her research interests focus on modern technologies and the imaginaries that have shaped their design and meaning. She is especially interested in 20th century technological artifacts, their representation in popular culture, and the roles they played in shaping and advancing modern conceptions of time, space, and identity. She is a co-editor of *Theories of the Mobile Internet: Materialities and Imaginaries* (New York: Routledge, 2014). Her recent publications include “Mysteries of the New Phone Explained’: Introducing Dial Telephones and Automatic Service to Bell Canada Subscribers in the 1920s,” forthcoming in E. Jones-Imhotep and T. Adcock (eds.), *Science, Technology, and the Modern in Canada*, Vancouver: UBC Press; “The Modern American Telephone as a Contested Technological Thing,” in L. Atzmon and P. Boradkar (eds), *Encountering Things: Design and Thing Theory*, London: Bloomsbury (2017). Professor Hadlaw has over seventeen years of professional experience as a designer and has worked with a diverse range of clients in cultural and corporate spheres. In addition to being a member of the Design Department, Professor Hadlaw holds appointments in York University’s Graduate Programs of Communications & Culture, Science & Technology Studies, Interdisciplinary Studies, and Art History & Visual Culture.

ANGELA IAROCCI angela.iarocci@sheridancollege.ca

Coordinator/Professor, Faculty of Animation, Arts and Design, Sheridan College | MArch University of Toronto, BID Carleton University

Angela Iarocci has a diverse design background that builds on her academic training in industrial design and architecture. She has professional experience in both the public and private sector, specializing in information design, environmental design and architecture. She has been involved in large-scale projects developing wayfinding systems, exhibits, and interpretive installations.

Her research investigations are concentrated on information design for education and advocacy, design for sustainability, experiential design and collaborative practice. She is the recipient of several awards and commissions and her work has been exhibited and published internationally.

JAMES MARCH james.march@sheridancollege.ca

Professor, Faculty of Animation, Arts and Design, Sheridan College
| MDes York University, MSc Memorial University

James March is an interdisciplinary designer and educator who creates printed matter, identities, custom lettering, front-end interfaces and interactive projects. He finds satisfaction in an unspecialized practice, taking on a wide range of projects for clients of all sizes. Over the past eight years March has taught interactivity design, typography, statistics and health psychology and has been a speaker at conferences in Canada, the USA and the United Kingdom. March’s graphic design has appeared in several books and magazines both nationally and globally including *Applied Arts*, *FRAME* and *Communication Arts*. His publications also extend to the scientific community, with recent journal articles on contrast and congruence effects in affective priming of words and melodies being published in the journal *Psychology of Language and Communication*. March’s current research focuses on metaphysical accounts of memory systems and multidimensional visualizations of storage mediums.

ANGELA NORWOOD AIGA RGD anorwood@yorku.ca

Chair, Associate Professor, Department of Design, York University
| MGD North Carolina State University, USA

Angela Norwood is a recipient of the Faculty of Fine Arts Dean’s Junior Faculty Teaching Award and teaches across the Design curriculum, from first year foundation courses through masters thesis supervision, with an emphasis on information design. Her current research interests include examining the role of design in indigenous communities through social, cultural and cognitive aspects of wayfinding and signage systems, advertising, and design pedagogy. She has conducted workshops on this topic in Ladakh, India. She is a former professional graphic designer having worked in Chicago, IL and Raleigh, NC. Professor Norwood served as a designer and consultant on the global marketing team for Democrats Abroad, an organization that empowers US citizens in 71 countries to participate in US elections. Her work has been published in design journals such as *Visual Communication*, *Communication Design*, and *Design & Culture*, and recognized by several organizations and publications including the Type Directors Club, *Graphis* and *Communication Arts* magazines. Her work is included in the American Institute of Graphic Arts (AIGA) National Design Archive.

PAUL SYCH paulsych@yorku.ca

Associate Professor, Department of Design, York University | Creating a new visual literacy fuels typographer, art director and designer Paul Sych's identity. His design works are rooted in exploration and innovation. Paul launched his practice "Faith" in 1990 to focus solely on design, where his appetite as a typographer, is continually pushed, broadening the boundaries of experimentation and using his firm as a platform for creative imagination and discovery.

His unique eye has also lent his vision and strategy by designing and creating complete books and notable magazine titles, while incorporating custom typography and the art of hand lettering. This is an unconventional pairing of both image and narrative that is bold and flamboyant. He manipulates the way one reads, looks and understands concepts and ideas in a page. In true modernist fashion, he is always adding varying dimensions and layers in his groundbreaking typographic illustrations.

Paul's innovative design, creative direction and adorning typography have been published in over 100+ books and publications. Highlights from his illustrious career include winning more than 60+ international design, art direction and typography awards since 2010. However in January 2014, Paul was selected by the highly regarded New York Type Directors Club to judge the world's most prestigious typography competition in New York City, featuring the best of the best in typography design.

He cements his position in the design community by having his work stand alongside international power players and some of the industry's most celebrated designers, art directors and typographers.

BORZU TALAIE borxu@yorku.ca

Sessional Assistant Professor, Contractually Limited Appointment (2018-2019), Department of Design, York University

| MDes Digital Futures OCAD University, BDes York University

Borzu Talaie is an award-winning designer and educator who has worked in the field since 1993. His area of practice ranges from branding and print design to interaction design, information design and physical computing. He received his Master of Design degree in data visualization and visual analytics in 2014 from the Digital Futures program at OCAD University.

Borzu is the founder of Borxu Design, a multi-disciplinary studio where entrepreneurs, designers and engineers constantly examine the intersection of business and design to deliver distinctive solutions to their data-driven projects. Borxu Design clientele include large-scale construction companies, media companies and startups based in the Greater Toronto Area.

WENDY SIUYI WONG wsiywong@yorku.ca

Professor and Director of the Graduate Program in Design, Department of Design, York University | PhD Hong Kong Polytechnic University, MA Hong Kong Polytechnic University, BA Hong Kong Polytechnic University Wendy Siuyi Wong has established an international reputation as an expert in Chinese graphic design history and Chinese comic art history. She is the author of *Hong Kong Comics: A History of Manhua*, published by Princeton Architectural Press, four books for Chinese readers, and numerous articles in academic and trade journals. She served as Chair of the Department of Design, Faculty of Fine Arts from 2006 to 2009, and as Associate Director of the York Centre for Asian Research from 2005 to 2009 at York University in Toronto, Canada. Dr. Wong was a visiting scholar at Harvard University from 1999 to 2000 and the 2000 Lubalin Curatorial Fellow at the Cooper Union School of Art, New York, USA. In 2009 and 2010, she was a visiting research fellow at the Department of Design History, Royal College of Art, and she served as a scholar-in-residence at the Kyoto International Manga Museum. Dr. Wong was invited as the keynote speaker at the Women's Manga Research Project and Hong Kong Arts Centre Joint International Symposium, held at the Comix Home Base of the Hong Kong Arts Centre in March 2014. Because of her expertise in Chinese graphic design history, she was invited as a contributor to *The Phaidon Archive of Graphic Design*, published in 2012. She is a contributor to the *Bloomsbury Encyclopedia of Design* published in December 2015. She also acts as a contributor and a regional editor of the Greater China region for the *Encyclopedia of Asian Design* to be published by Bloomsbury Publishing. In addition, Dr. Wong has served as an Editorial Board member of the *Journal of Design History* since 2012.

Program Policy

GRADING

No late projects will be accepted. All projects and exercises must be turned in on the specific due date. Incomplete projects will not be accepted or awarded a partial grade. If a project is not turned in on time a grade of “F” will be recorded with a numerical equivalent of “0” and averaged into your final grade.

Special considerations will be given, at the discretion of the faculty, to late assignments with legitimate medical or compassionate grounds. In such cases, students must obtain prior approval from the course instructors. In case of emergencies, students must contact the instructors immediately.

REDONE PROJECTS

At the discretion of the instructor, some projects may be redone. If a student elects to redo a project, an entirely new approach/ concept must be developed and not simply correcting or refining the original concept.

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.

Being late twice equals one absence. Lateness of more than thirty minutes equals one absence. If a student is absent from four classes during the term, a grade of “F” will be given for the course. 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.

ENROLMENT

Students cannot enrol into design courses more than one level higher or lower than their study level. If students enrol in courses for which they do not have the prerequisite and do not have written permission on file with the Department of Design office, they may be dropped from the course.

FOOD

No food or drink is allowed in the computer facilities.
No food is allowed in the studios.

SPRAY MOUNTING AND CUTTING

No spray mounting allowed. All cutting must be done on designated cutting tables or on cutting mats.

COMPUTER FACILITIES

Computer facilities are also classrooms. During normal class hours, if you are not scheduled in a computer lab, you should not be there. At Sheridan, production time outside of class schedules will be posted.

COMPUTER HEALTH & SAFETY

Constant exposure to working with a computer can often pose many difficulties. Eye, back, wrist, and arm injuries can often occur – some of them can be serious and lasting in nature. At the beginning of each term the technician will reacquaint you with proper safety precautions that you must take to prevent injury. It is also most important to take a ten-minute break each hour and do proper exercises.

ADDITIONAL COSTS

Students should expect additional material and production costs. The total amount will depend on specific course requirements. There is a \$300 cost for participation in the final year Graduation Show.

GRADUATION SHOWCASE

The show is in partial fulfillment of degree requirements for graduation, therefore only work which has been done for credit may be included. Personal pieces and pieces executed during the placement may not be included because they have not been graded for credit. All the work in the showcase must have been reviewed by faculty in the York/Sheridan Program in Design.

COLLECTION OF ASSIGNMENTS

All assignments must be given to the course instructor without exception. Therefore, the Department office or the FAAD office at Sheridan cannot receive any assignments.

PICK UP OF GRADED PROJECTS

All graded projects must be picked up by the following dates:
Fall term – January 30
Winter term and Full Year – May 15
Summer term – September 15

AUDITING

Auditing is not allowed in York/Sheridan Program in Design practicum or studies courses.

DIGITAL LOCKER ACCESS

Each student is allocated 10G of data storage space for the length of their BDes Honours education. Registered non-major students are also allocated 10G of storage space for the period they are registered in YSDN courses.

To access your Digital Locker space, via the Finder, go to Go > Connect to Server... > and type in the following:
digital-locker.design.yorku.ca
Enter your “*User name*” and “*Password*.” Your personal space will be located in the folder thread: YSDNSTUD_[last number of your student number]>[your name].

YORK/SHERIDAN LABS

Information on labs and other resources at York can be found at design.yorku.ca/tech_info. Information on labs and other resources at Sheridan can be found at bdes.sheridanc.on.ca.

Essential Information for all YSDN Students

Program Grading System

Letter Grade	Grade Point	Per Cent	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 and/or some elements of originality.
B	6	70–74%	GOOD WORK Good level 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	2	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, including failures, are included in grade point average calculations. To calculate your Grade Point Average please visit: <http://ampd.yorku.ca/current-students/academic-resources/gpa-calculator/>.

Disclaimer

The material contained in this publication has been submitted by the administrative departments and academic units concerned. All general information and course references have been checked for accuracy as far as possible. If errors or inconsistencies do occur, please bring these to the attention of the responsible department.

York University and Sheridan College reserve the right to make changes in the information contained in this publication without prior notice. Not every course listed in this publication need necessarily be offered in any given academic year.

It is the responsibility of all students to be familiar with the specific requirements associated with the degree, diploma, or certificate sought. While advice and counselling are available, it is the responsibility of each student to ensure that the courses in which registration is effected are appropriate to the program requirements of the student's Faculty.

It is the responsibility of all students to be familiar with regulations concerning the conduct of students (and to abide by such as a member of the University and/or the College).

The University and the College reserve the right to limit enrolment in any program. Students should be aware that enrolment in many programs and courses is limited. While the University and the College will make every reasonable effort to offer courses and classes as required within programs, prospective students should note that admission to a degree or other program does not guarantee admission to any given course or class.

Every student agrees by the act of registration to be bound by the regulations and policies of York University and Sheridan College and those of the faculty in which that student is registered.

In the event of an inconsistency between the general academic regulations and policies published, and such regulations and policies as established by the York Faculty and Senate and the Sheridan College Academic Council, the version of such material as established by those bodies shall prevail.

In addition to the foregoing, York University and Sheridan College shall incur no liability for loss or damage suffered or incurred by any student or third party as a result of delays in or termination of services, courses or classes by reason of: Acts of God, fire, floods, riots, war, strikes, lock-outs, damage to University or College property, financial exigency, or other happenings or occurrences beyond the reasonable control of the University or the College.

York University and Sheridan College are smoke-free institutions.

Websites

Students should seek information by using websites established at both York and Sheridan. Current information will be posted on the websites regularly.

For course descriptions, enrolment and registration information, and course timetables giving class meeting times and catalogue enrolment numbers, students should access the main York website: www.yorku.ca.

For Sheridan information, students should access: www.sheridancollege.ca.

Information regarding the York/Sheridan Program in Design is available at: www.design.ampd.yorku.ca/programs/bdes/.

That website is linked to: www.ampd.yorku.ca and other sites where important information for YSDN students is available.

Important information on student and computing policies (e.g. academic honesty) is available for student access at the following address: www.yorku.ca/secretariat/policies/.

Students are advised to familiarize themselves with all of the policies and information available at both institutions.



Important Dates

FALL/WINTER 2018-2019

September 5	Fall Classes Start
Oct. 6 – 12	Fall Reading Week
December 4	Fall Classes End
December 6	Fall Exams Start
December 21	Fall Exams End
January 3	Winter Classes Start (Resume)
February 16 – 22	Winter Reading Week
April 3	Winter Classes End
April 5	Winter Exams Start
April 20	Winter Exams End

ADD AND DROP DEADLINE INFORMATION

Last date to enrol without permission of course instructor

September 18	Fall and Year
January 16	Winter

Last date to enrol with permission of course instructor

October 2	Fall
October 23	Year
January 30	Winter

Last date to drop courses without receiving a grade

November 9	Fall
February 8	Year
March 8	Winter

SCHEDULE OF FALL/WINTER HOLIDAYS AND SCHOOL CLOSINGS

September 3	Labour Day
Oct. 6 – 12	Fall Reading Week
October 8	Thanksgiving
February 16 – 22	Winter Reading Week
February 18	Family Day
April 19	Good Friday

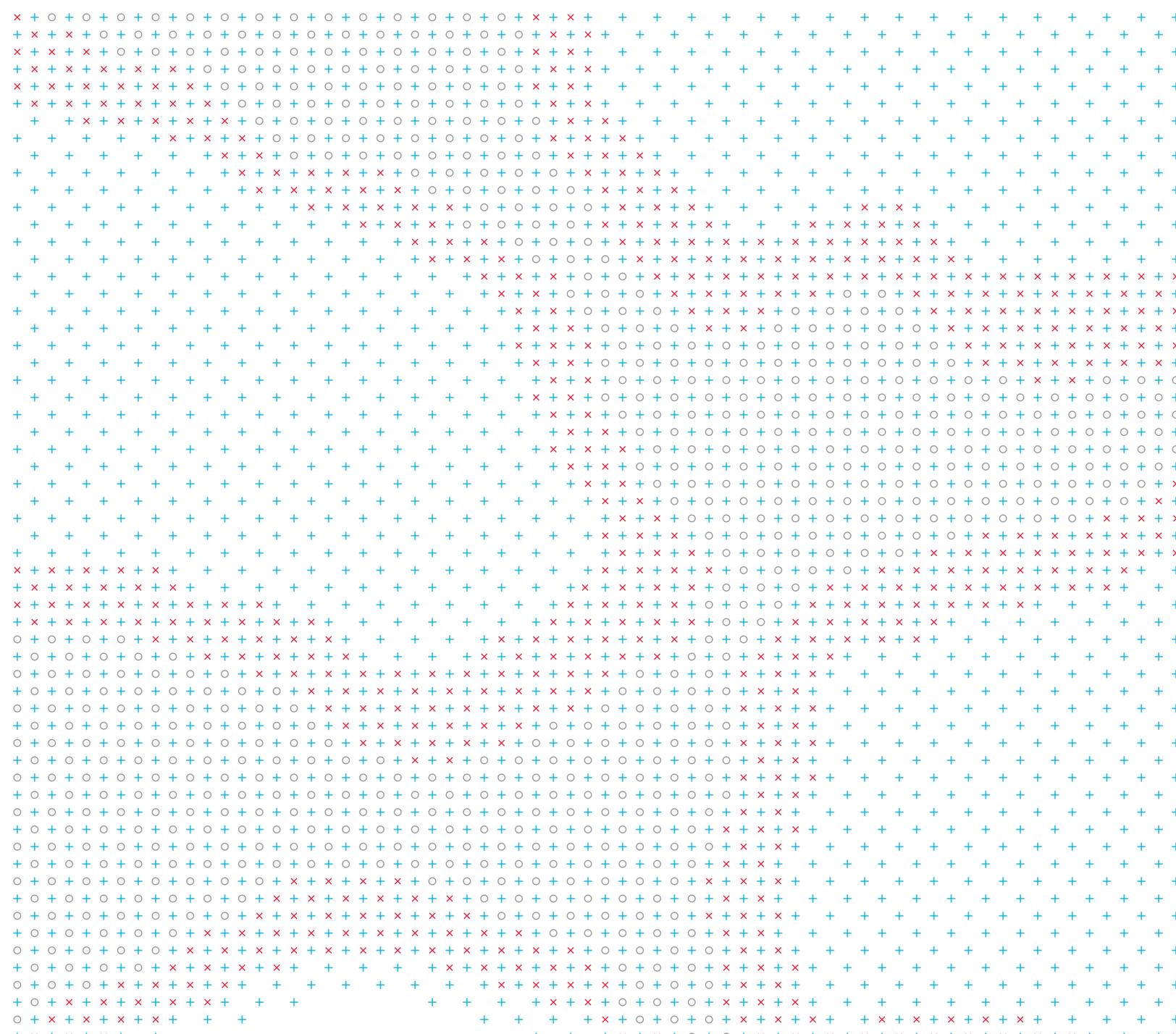
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Cover design by Aaron Mohr
The concept behind my design is based around exploring the diverse nature of YSDN. Although we often work across a variety of different disciplines, we as YSDN students still come together to form a community of intersectional designers. I wanted to showcase that while we may be unique in our own ways, we collectively work together and cross paths to shape YSDN as a whole.

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Sheridan