



**Design at York**

**2021/22**

**Bachelor of Design**

**Handbook**



## Mission

York's Bachelor of Design program recognizes that design is by nature an interdisciplinary endeavour. Design at York draws strength from its home in a robust research university, offering students exposure and collaborative opportunities in areas such as business, engineering, technology, health and more broadly, the sciences, social sciences and humanities. Students in the Department of Design pursue creative solutions to real-world problems involving users, their contexts and interactions; design for immersive experiences and intelligent technologies; and the discovery of new knowledge through the visual presentation of complex information.



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# Welcome

Welcome to York University's Department of Design! Our Bachelor of Design Handbook 2021/22 is full of information about our undergraduate program and facilities, and you'll discover the degree pathways that make Design at York an exceptional destination for design education in Canada.

As we enter the 3<sup>rd</sup> year of the DESN program, the options expand with more studio courses in UX/UI design, information design and visual communication design. Concurrently, our studies courses engage students to critically examine design's role in society and culture. With our unique location in a major research institution, students have access to many elective courses across the university. By centering design as the meeting point for varied fields of knowledge, we offer a design education that is truly interdisciplinary and future-facing.

Despite our limitations to in-person contact over the past year, Design at York was delighted to host several talks with some exceptional designers and thought-shapers. We welcomed Brooklyn-based designer and author Douglas Davis for his talk "Systems Thinking and Creative Strategy", Dr. Jenny Davis from the Australian National University to present her book "How Artefacts Afford" and graphic designer David Wise on "Designing Books for Artists."

Congratulations to our students Vyjayanthi Janakiraman, Hailey Luong and Justin Chiu for the research project in the 2<sup>nd</sup> year Designing for Human Interactions course. Their project *Save-a-Bear* to teach children CPR won Best Group Project in the York University Undergraduate Research Fair. Our faculty members were also very productive. Some selected projects include David Cabianca's monograph book entitled *Ed Fella: A Life in Images*; Shital Desai's collaboration with the Jane-Finch Family Centre to support older adults during COVID using human-centred design technologies; and Angela Norwood's essay, *Americans around the world were part of the largest voter turnout in U.S. history*, published in *The Conversation* this past January.

Over the past year, we all adjusted to remote learning and digital formats for teaching and learning. With public health protocols in place, we provided access to our state-of-the-art facilities for students able to enter the campus. The safety and well-being of our entire community is the highest priority, as we anticipate more opening up and the transition back to campus. I look forward to seeing everyone over the coming year.

All the best for continued success in 2021/22.

## David Gelb

Chair, Department of Design



## Program of Study

The Bachelor of Design (Honours) program is a 4 year undergraduate degree that provides a comprehensive design education. Design at York offers an intensive practice-based curriculum that reflects the evolving technical, theoretical and research priorities of the design profession.

Students in the program benefit from small studio classes, design studies classes and a placement program. The design studio courses focus on three major areas of design: visual communication, information design and interaction design. The design studies courses provide an integrated approach to design history, theory and criticism.

### Honour 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:

- 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
- 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. Depending on the credit awarded for previous studies, the actual number of courses required for a second degree in design may exceed that number.

## Degree Requirements

### ‡ Bachelor of Design (Honours) Major (120 credits)

18 credits General Education

12 credits AMPD electives (must be FA courses but must not be DESN courses – FA 1900 courses can be used in fulfilling this requirement)

12 credits Free Electives (can be DESN courses)

18 credits Design Studies (must be DESN courses) including:

Design of the 20th Century FA/DESN 1111 3.0

Design in Contemporary Society FA/DESN 2101 3.0

History Palette Elective One of FA/DESN 2111 3.0, FA/DESN 2112 3.0 or FA/DESN 2113 3.0

and an additional 9 credits in Design Studies Electives at the 3000 or 4000 level

54 credits in Design Studio including:

Communication Design Foundation FA/DESN 1001 3.0

Understanding Form and Context FA/DESN 1002 3.0

Typography: Letter and Word FA/DESN 1003 3.0

Drawing for Design FA/DESN 1004 3.0

Visual Interaction Design FA/DESN 1011 3.0

Communication Design Process FA/DESN 2001 3.0

Typography for Publishing Systems FA/DESN 2002 3.0

Designing for Human Interactions FA/DESN 2011 3.0

Prototyping & User-Centred Strategies FA/DESN 2012 3.0

Information Design for Understanding FA/DESN 2021 3.0

Designing for Existing Systems FA/DESN 3001 3.0

Designing for Future Systems FA/DESN 3002 3.0

Design Inquiry FA/DESN 3005 3.0

Degree Project FA/DESN 4000 6.0

and an additional 9 credits in Design Studio Electives at the 3000 or 4000 level

6 credits in Professional Practice including:

Design Placement FA/DESN 3201 3.0

Degree Exhibit FA/DESN 4201 1.5

Professional Practices in Design FA/DESN 4202 1.5

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

## Academic Standing

Students admitted to the York 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

DESN 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:

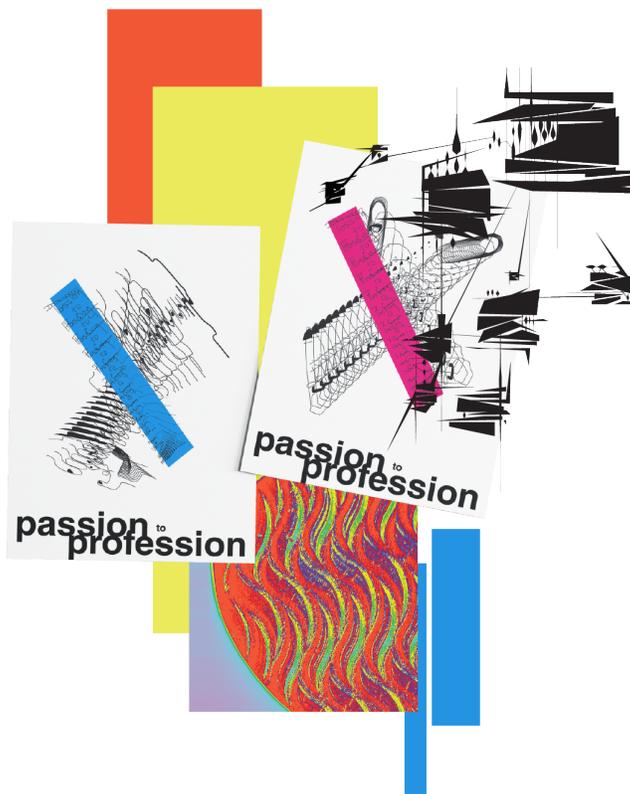
The Dean's Honour Roll recognizes the academic achievements of the following:

- 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 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



# Student Responsibilities

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 any coursework such as assignments scheduled later in the term pose such a conflict, contact the Course Director immediately.

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.

It is the responsibility of the student to always back-up/save/archive digital work.

It is the responsibility of the student to read and understand both York's policies on proper use of computer facilities. These policies are found at: [secretariat-policies.info.yorku.ca/](https://secretariat-policies.info.yorku.ca/)

## Course Outline

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

## Code of Conduct

It is the responsibility of the student to read and understand York's Code of Conduct policies: [oscr.students.yorku.ca](https://oscr.students.yorku.ca)

## 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 York.

## 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.

## Academic Honesty

Please refer to the York Senate Policy on Academic Honesty ([yorku.ca/secretariat/policies](https://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 studio 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.

## SPARK -Student Papers and Academic Research Kit

[yorku.ca/spark/academic\\_integrity](https://yorku.ca/spark/academic_integrity)

This resource is to help students understand academic integrity.

## Learning Skills

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

*The Learning Skills Program*

[lss.info.yorku.ca](https://lss.info.yorku.ca)

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

*The Writing Centre*

[writing-centre.writ.laps.yorku.ca](https://writing-centre.writ.laps.yorku.ca)

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.

Room: S311 Ross

416 736 5134 | [lapswrit@yorku.ca](mailto:lapswrit@yorku.ca)

# Planning Your Studies

The curriculum reflects our commitment to enriched areas of concentration within the York Program in Design that are identified as our core strengths: Visual 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 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 13) 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.

**Students admitted to the York 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/DESN 1001 3.0	Communication Design Foundation
FA/DESN 1002 3.0	Understanding Form and Context
FA/DESN 1003 3.0	Typography: Letter and Word
FA/DESN 1004 3.0	Drawing for Design
FA/DESN 1011 3.0	Visual Interaction Design
FA/DESN 1111 3.0	Design of the 20th Century

### 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.

### Required courses for all School of the Arts, Media, Performance & Design majors

Six credits from the FA/1900 3.00 series of courses, *outside of the major*, are required of all School of the 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 the 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.

### Beware of Overloading!

You are advised to take a maximum of 3 studio courses in each of the Fall or Winter terms. Overloading of studio courses does not allow you to produce your best work; having 3 strong portfolio projects is better than 4 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.

## 2nd Year Bachelor of Design (Honours)

Note: Not all courses in the Design curriculum may be offered each year.

Students admitted to the York 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/DESN 2001 3.0	Communication Design Process
FA/DESN 2002 3.0	Typography for Publishing Systems
FA/DESN 2011 3.0	Designing for Human Interactions
FA/DESN 2012 3.0	Prototyping & User-Centred Strategies
FA/DESN 2021 3.0	Information Design for Understanding

### Design History Requirements

FA/DESN 2101 3.0	Design in Contemporary Society
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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/DESN 2111 3.0	History & Development of Western Typography
FA/DESN 2112 3.0	Evolution of Information Design
FA/DESN 2113 3.0	History & Culture of Interaction Design

### Optional Studies courses available to 2nd year majors

FA/DESN 2102 3.0	Design and Inuit Cultural Artifacts
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### Required courses for all School of the Arts, Media, Performance & Design majors

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

### Beware of Overloading!

You are advised to take a maximum of 3 studio courses in each of the Fall or Winter terms. Overloading of studio courses does not allow you to produce your best work; having 3 strong portfolio projects is better than 4 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 Program in Design at this time to ensure that you will have the proper prerequisites prior to your next year of study.

### Interaction Focus

If you are intending to focus your studio coursework in Interaction Design, you may 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.



## 3rd Year Bachelor of Design (Honours)

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Note: Not all courses in the Design curriculum may be offered each year.

**Students admitted to the York 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/DESN 3001 3.0	Designing for Existing Systems
FA/DESN 3002 3.0	Designing for Future Systems
FA/DESN 3005 3.0	Design Inquiry
FA/DESN 3201 3.0	Design Placement

### Optional Design courses available to 3rd year majors

#### Visual Communication Design Studio Courses

FA/DESN 3003 3.0	Motion Design
FA/DESN 3004 3.0	Package Design
FA/DESN 4003 3.0	Design Lab
FA/DESN 4004 3.0	Another Design Lab

#### Information Design Studio Courses

FA/DESN 3021 3.0	Typography for Information Design
FA/DESN 3022 3.0	Information Mapping and Networks

#### Interaction Design Studio Courses

FA/DESN 3012 3.0	Generative Design
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#### Design Studies Courses

FA/DESN 3121 3.0	Understanding Design in a Global Context
FA/DESN 3122 3.0	Design Advocacy

### Beware of Overloading!

You are advised to take a maximum of 3 studio courses in each of the Fall or Winter terms. Overloading of studio courses does not allow you to produce your best work; having 3 strong portfolio projects is better than 4 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 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 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 the Undergraduate Program Assistant in the Department of Design at [desn@yorku.ca](mailto:desn@yorku.ca).

### Interaction Focus

If you are intending to focus your studio coursework in Interaction Design, you may 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.



# BDes Honours Degree Requirements Worksheet (120 credits) For students entering the program in 2019 or after

- 18 credits General Education  
 12 credits AMPD electives (**must** be FA courses but **must not** be DESN courses – FA 1900 courses can be used in fulfilling this requirement)  
 12 credits Free Electives (**can** be DESN courses)

- 18 credits Design Studies (**must** be DESN courses) including:
- FA/DESN 1111 3.0
  - FA/DESN 2101 3.0 and one of
  - FA/DESN 2111 3.0 or FA/DESN 2112 3.0 or FA/DESN 2113 3.0
  - an additional 9 credits at the 3000 or 4000 level

- 54 credits Design Studio (**must** be DESN courses) including:
- FA/DESN 1001 3.0
  - FA/DESN 1002 3.0
  - FA/DESN 1003 3.0
  - FA/DESN 1004 3.0
  - FA/DESN 1011 3.0
  - FA/DESN 2001 3.0
  - FA/DESN 2002 3.0
  - FA/DESN 2011 3.0
  - FA/DESN 2012 3.0
  - FA/DESN 2021 3.0
  - FA/DESN 3001 3.0
  - FA/DESN 3002 3.0
  - FA/DESN 3005 3.0
  - FA/DESN 4000 6.0
  - an additional 9 credits in Design Studio Electives at the 3000 or 4000 level

- 6 credits Professional Practice including:
- FA/DESN 3201 3.0
  - FA/DESN 4201 1.5
  - FA/DESN 4202 1.5

## General Education 18 credits

(FA 1900 course can fulfill this requirement)	
Humanities (6.0 credits)	
Social Science (6.0 credits)	
Natural Science (6.0 credits)	

## AMPD Electives 12 credits (Must be FA courses but not DESN. FA 1900 courses can fulfill this requirement)


## Design Studies 18 credits

FA/DESN 1111 3.0	Design of the 20th Century	
FA/DESN 2101 3.0	Design in Contemporary Society	
FA/DESN 2xxx 3.0	History Palette Elective (one of 2111, 2112, 2113)	
FA/DESN 3xxx/4xxx 3.0	(Design Studies Elective)	
FA/DESN 3xxx/4xxx 3.0	(Design Studies Elective)	
FA/DESN 3xxx/4xxx 3.0	(Design Studies Elective)	

## Design Studio 54 credits

FA/DESN 1001 3.0	Communication Design Foundation	
FA/DESN 1002 3.0	Understanding Form and Context	
FA/DESN 1003 3.0	Typography: Letter and Word	
FA/DESN 1004 3.0	Drawing for Design	
FA/DESN 1011 3.0	Visual Interaction Design	
FA/DESN 2001 3.0	Communication Design Process	
FA/DESN 2002 3.0	Typography for Publishing Systems	
FA/DESN 2011 3.0	Designing for Human Interactions	
FA/DESN 2012 3.0	Prototyping & User-Centred Strategies	
FA/DESN 2021 3.0	Information Design for Understanding	
FA/DESN 3001 3.0	Designing for Existing Systems	
FA/DESN 3002 3.0	Designing for Future Systems	
FA/DESN 3005 3.0	Design Inquiry	
FA/DESN 4000 6.0	Degree Project	
FA/DESN 3xxx/4xxx 3.0	(Design Studio Elective)	
FA/DESN 3xxx/4xxx 3.0	(Design Studio Elective)	
FA/DESN 3xxx/4xxx 3.0	(Design Studio Elective)	

## Professional Practice 6 credits

FA/DESN 3201 3.0	Design Placement	
FA/DESN 4201 1.5	Degree Exhibit	
FA/DESN 4202 1.5	Professional Practices in Design	

## Free Electives 12 credits (Can be DESN courses)


## Credit Overview

The previous worksheet, course list and program electives 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 ( <i>further details below</i> )
12 credits	AMPD Electives ( <b>must</b> be FA courses but <b>must not</b> be DESN courses)
12 credits	Free Electives ( <b>can</b> be DESN courses)
18 credits	Design Studies ( <b>must</b> be DESN courses)
54 credits	Design Studio ( <b>must</b> be DESN courses)
6 credits	Professional Practice ( <b>must</b> be DESN courses)

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**120 credits**

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### ⋮ General Education Courses

The School of the 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 the 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 the 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 the Arts, Media, Performance & Design major (39 credits for Design Majors) must be taken in the School of the 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.

The York 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 DESN courses in the summer session. It is the student's obligation to determine whether a given summer course will meet BDes Honours degree requirements.

### ⋮ Associated Course Fees (ACF's)

Associated Course Fees are included in the BDes Program Fee. Any ACF's charged to your account should be reversed in the following month.

# Program Timetable Planner

## ∴ Fall 2021

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Morn.</b> .....	Designing for Human Interactions FA/DESN 2011 3.00	Communication Design Process FA/DESN 2001 3.00  Design Inquiry FA/DESN 3005 3.00	Communication Design Foundation FA/DESN 1001 3.00  Design in Contemporary Society FA/DESN 2101 3.00  Design Inquiry FA/DESN 3005 3.00	Design of the 20th Century: Icons, Movements and Contexts FA/DESN 1111 3.00	
<b>Aft.</b> .....	Designing for Existing Systems FA/DESN 3001 3.00	Typography: Letter and Word FA/DESN 1003 3.00  East Asian Design History FA/DESN 4101 3.00	Package Design FA/DESN 3004 3.00  Information Mapping & Networks FA/DESN 3022 3.00		Typography for Publishing Systems FA/DESN 2002 3.00
<b>Eve.</b> .....					

## ∴ Winter 2022

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Morn.</b> .....	Design Advocacy FA/DESN 3122 3.00  History & Development of Western Typography FA/DESN 2111 3.00  History & Culture of Interaction Design FA/DESN 2113 3.00	Prototyping & User-Centred Strategies FA/DESN 2012 3.00  Designing for Future Systems FA/DESN 3002 3.00	Information Design for Understanding FA/DESN 2021 3.00		
<b>Aft.</b> .....	Drawing for Design FA/DESN 1004 3.00  Designing for Future Systems FA/DESN 3002 3.00	Motion Design FA/DESN 3003 3.00  Generative Design FA/DESN 3012 3.00	Design Placement FA/DESN 3201 3.00		Understanding Form and Context FA/DESN 1002 3.00
<b>Eve.</b> .....		Visual Interaction Design FA/DESN 1011 3.00			

# Course Timetable 2021 / 2022

Note: Fall and Winter classroom locations and delivery format are subject to change.

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## Communication Design Foundation FA/DESN 1001 Section A

Studio Course, Fall Semester 3 credits

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Stud 01	Wednesday 08:30 – 09:30	TBA
Lab 01	Wednesday 09:30 – 12:30	DB 4028
Lab 02	Wednesday 09:30 – 12:30	DB 4031
Lab 03	Wednesday 09:30 – 12:30	DB 4034

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## Communication Design Process FA/DESN 2001 Section A

Studio Course, Fall Semester 3 credits

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Stud 01	Tuesday 08:30 – 09:30	TBA
Lab 01	Tuesday 09:30 – 12:30	DB 4028
Lab 02	Tuesday 09:30 – 12:30	DB 4031
Lab 03	Tuesday 09:30 – 12:30	DB 4034

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## Understanding Form and Context FA/DESN 1002 Section M

Studio Course, Winter Semester 3 credits

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Stud 01	Friday 12:30 – 13:30	TBA
Lab 01	Friday 13:30 – 16:30	DB 4028
Lab 02	Friday 13:30 – 16:30	DB 4031
Lab 03	Friday 13:30 – 16:30	DB 4034

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## Typography for Publishing Systems FA/DESN 2002 Section A

Studio Course, Fall Semester 3 credits

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Stud 01	Friday 12:30 – 13:30	TBA
Lab 01	Friday 13:30 – 16:30	DB 4028
Lab 02	Friday 13:30 – 16:30	DB 4031
Lab 03	Friday 13:30 – 16:30	DB 4034

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## Typography: Letter and Word FA/DESN 1003 Section A

Studio Course, Fall Semester 3 credits

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Stud 01	Tuesday 12:30 – 13:30	TBA
Lab 01	Tuesday 13:30 – 16:30	DB 4028
Lab 02	Tuesday 13:30 – 16:30	DB 4031
Lab 03	Tuesday 13:30 – 16:30	DB 4034

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## Designing for Human Interactions FA/DESN 2011 Section A

Studio Course, Fall Semester 3 credits

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Stud 01	Monday 08:30 – 09:30	TBA
Lab 01	Monday 09:30 – 12:30	DB 4028
Lab 02	Monday 09:30 – 12:30	DB 4031
Lab 03	Monday 09:30 – 12:30	DB 4034

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## Drawing for Design FA/DESN 1004 Section M

Studio Course, Winter Semester 3 credits

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Stud 01	Monday 12:30 – 13:30	TBA
Lab 01	Monday 13:30 – 16:30	DB 4028
Lab 02	Monday 13:30 – 16:30	DB 4023
Lab 03	Monday 13:30 – 16:30	DB 4034

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## Prototyping & User-Centred Strategies FA/DESN 2012 Section M

Studio Course, Winter Semester 3 credits

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Stud 01	Tuesday 08:30 – 09:30	TBA
Lab 01	Tuesday 09:30 – 12:30	DB 4028
Lab 02	Tuesday 09:30 – 12:30	DB 4031
Lab 03	Tuesday 09:30 – 12:30	DB 4034

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## Visual Interaction Design FA/DESN 1011 Section M

Studio Course, Winter Semester 3 credits

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Stud 01	Tuesday 16:30 – 17:30	TBA
Lab 01	Tuesday 17:30 – 20:30	DB 4028
Lab 02	Tuesday 17:30 – 20:30	DB 4031
Lab 03	Tuesday 17:30 – 20:30	DB 4034

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## Information Design for Understanding FA/DESN 2021 Section M

Studio Course, Winter Semester 3 credits

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Stud 01	Wednesday 08:30 – 09:30	TBA
Lab 01	Wednesday 09:30 – 12:30	DB 4028
Lab 02	Wednesday 09:30 – 12:30	DB 4031
Lab 03	Wednesday 09:30 – 12:30	DB 4034

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## Design of the 20th Century: Icons, Movements and Contexts FA/DESN 1111 Section A

Lecture Course, Fall Semester 3 credits

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Lect 01	Thursday 08:30 – 11:30	TBA
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## Design in Contemporary Society FA/DESN 2101 Section A

Lecture Course, Fall Semester 3 credits

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Lect 01	Wednesday 8:30 – 11:30	TBA
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Note: Fall and Winter classroom locations and delivery format are subject to change.

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**History & Development of Western Typography**

FA/DESN 2111 Section M

Lecture Course, Winter Semester 3 credits

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Lect 01	Monday 11:30 – 14:30	TBA
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**History & Culture of Interaction Design** FA/DESN 2113 Section M

Blended Course, Winter Semester 3 credits

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Blen 01	Monday 11:30 – 14:30	TBA
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**Designing for Existing Systems** FA/DESN 3001

Studio Course, Fall Semester 3 credits

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Stud A	Monday 12:30 – 16:30	DB 4028
Stud B	Monday 12:30 – 16:30	DB 4034

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**Designing for Future Systems** FA/DESN 3002

Studio Course, Winter Semester 3 credits

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Stud M	Monday 12:30 – 16:30	DB 4031
Stud N	Tuesday 08:30 – 12:30	DB 4023

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**Motion Design** FA/DESN 3003 Section M

Studio Course, Winter Semester 3 credits

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Stud 01	Tuesday 12:30 – 16:30	DB 4034
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**Package Design** FA/DESN 3004 Section A

Studio Course, Fall Semester 3 credits

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Stud 01	Wednesday 12:30 – 16:30	DB 4028
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**Design Inquiry** FA/DESN 3005

Studio Course, Fall Semester 3 credits

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Stud A	Tuesday 08:30 – 12:30	DB 4023
Stud B	Wednesday 08:30 – 12:30	DB 4023

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**Generative Design** FA/DESN 3012 Section M

Studio Course, Winter Semester 3 credits

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Stud 01	Tuesday 12:30 – 16:30	DB 4028
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**Information Mapping & Networks** FA/DESN 3022 Section A

Studio Course, Fall Semester 3 credits

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Stud 01	Wednesday 12:30 – 16:30	DB 4031
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**Design Advocacy** FA/DESN 3122 Section M

Lecture Course, Winter Semester 3 credits

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Lect 01	Monday 08:30 – 11:30	TBA
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**Design Placement** FA/DESN 3201 Section M

Blended Course, Winter Semester 3 credits

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Blen 01	Wednesday 12:30 – 15:30	TBA
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**East Asian Design History** FA/DESN 4101 Section A

Blended Course, Fall Semester 3 credits

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Blen 01	Tuesday 14:30 – 17:30	TBA
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## 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 York timetable for current course offerings.

### 1000 Level Courses

**Communication Design Foundation** FA/DESN 10013.0 Studio  
Introduces foundational skills relevant to the discipline of graphic design. Rather than focus on practical application, such as how to design a book, brochure, logo or website, this course places an emphasis on experimenting with the raw visual language of design. Students develop and expand their vocabularies in visual communication design, exploring basic design elements and compositional principles used in design via drawing, collage and other methods of image and form-making. | *Required course for BDes majors. Course credit exclusion: FA/YSDN 1001 3.00.*

**Understanding Form and Context** FA/DESN 10023.0 Studio  
This course introduces terms and theories to explain images and meanings in visual communication design. Topics covered include how meaning is formed, the reading of signs and symbols, text and images, and codes and cultures. Students express their creative potential through idea generation and image manipulation processes. | *Required course for BDes majors. Prerequisite: FA/DESN 1001 3.00. Course credit exclusion: FA/YSDN 1002 3.00.*

**Typography: Letter and Word** FA/DESN 10033.0 Studio  
Is the first in a sequence of three courses that cover typographic practice, both as a technical skill and an expressive medium. Typography, which deals with the shaping of language, resides at the center of the discipline of graphic design. This course is an introduction to the basic principles of typography, contemporary aesthetic practices (which includes print and screen-based applications), and user-centered practices. | *Required course for BDes majors. Course credit exclusion: FA/YSDN 1005 3.00.*

**Drawing for Design** FA/DESN 10043.0 Studio  
Introduces drawing as it is used in design as a tool for expression, exploration, idea generation and refinement. Ideas and concepts will be explored and translated into literal, abstract and symbolic form for use in graphic representations, pictograms, symbols and letterforms. Students are challenged to go beyond accuracy in representation to embrace expression and abstraction for effective communication. | *Required course for BDes majors. Course credit exclusion: FA/YSDN 2012 3.00.*

**Visual Interaction Design** FA/DESN 10113.0 Studio  
Investigates the role of basic coding and software applications in interaction design. The use of imagery, typography and form within compositional structures are explored through the development of human computer user interfaces, which incorporate the integration of visual elements with non-visual interactions. | *Required course for BDes majors. Prerequisite: FA/DESN 1001 3.00 or permission of the Department of Design. Course credit exclusion: FA/YSDN 1006 3.00.*

### Design of the 20th Century: Icons, Movements and Contexts

FA/DESN 11113.0 Studies  
Equips students with the contextual analytical skills required to evaluate a range of key icons and art movements of twentieth century design across the world. Students gain a better understanding of the historical, social, political, cultural, economic, philosophical and aesthetic conditions in the development of design as a creative, cultural and professional practice in this period. | *Required course for BDes majors.*



### 2000 Level Courses

**Communication Design Process** FA/DESN 20013.0 Studio  
Introduces a design thinking process for visual communication. Students are encouraged to establish methods through various design thinking stages to foster innovative results. Rather than focusing on visualization skills, the course stresses the importance of generating creative strategies for the enhancement of the user experience. | *Required course for BDes majors. Prerequisite: FA/DESN 1001 3.00 and FA/DESN 1002 3.00 or permission of the Department of Design. Course credit exclusion: FA/YSDN 2004 3.00.*

**Typography for Publishing Systems** FA/DESN 20023.0 Studio  
Introduces students to systematic concerns of typography intended for long text documents in multiple page print documents and extended screen-based reading. The course introduces best practices for micro and macro typography and covers the use of master pages, paragraph styles, grids and responsive screen typesetting. | *Required course for BDes majors. Prerequisite: FA/DESN 1003 3.00. Course credit exclusion: FA/YSDN 2003 3.00.*

### Designing for Human Interactions FA/DESN 20113.0 Studio

Examines systems of communication that move beyond singular artefacts by exploring more complex designed experiences that involve multiple levels of interaction. This course will consider the relationships between human purpose, material objects and the role of the designer within larger technological and social ecosystems. | *Required course for BDes majors. Prerequisite: FA/DESN 1011 3.0.*

### Prototyping and User-Centred Strategies

FA/DESN 20123.0 Studio

Focuses on iteration to explore, encourage and discover how user input informs design. Prototyping and user testing is applied across a broad spectrum of design situations using methods that offer insights into what kind of design is possible. This course will consider prototyping and user testing as a form of design inquiry. By developing specific skills in building prototypes for evaluation, students create an opportunity to deepen their understanding of user-centred design. | *Required course for the BDes majors. Prerequisite: Second-year standing in BDes Program or permission of the Department of Design*

### Information Design for Understanding FA/DESN 20213.0 Studio

Examines and applies the relevant theories and methodologies which allow the designer to prioritize, simplify and creatively visualize a wide range of complex textual and visual information. | *Required course for BDes majors. Prerequisite: Second year standing in the BDes Program or permission of the Department of Design. Course credit exclusion: FA/YSDN 2008 3.00*

### Design in Contemporary Society FA/DESN 21013.0 Studies

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. | *Required course for BDes majors. Course credit exclusion: FA/YSDN 3102 3.00.*

### Design and Inuit Cultural Artifacts

FA/DESN 21023.0 Studies (Online)

This fully online course introduces students to a range of Inuit artifacts and cultural practices by considering them as objects of design and evidence of externalized knowledge. The course introduces students to design as a way of knowing, as a process for devising human-made responses to environmental conditions, and as a category of informative and expressive artifacts, of which Inuit cultural objects are often exemplars.

The course will incorporate making in the forms of sketching, rapid prototyping, modeling with found objects, which students will upload to the course site. Visual research and cognitive tools such as concept mapping will also be incorporated in the course assignments. There will be short-answer Forum questions and online discussions to facilitate writing opportunities.

| *Open to non-majors.*

### History & Development of Western Typography

FA/DESN 21113.0 Studies

Explores the development of typographic form, from the origins of alphabet to the present. Discussion includes the study of historical and cultural periods, typographic classifications and exploration of contemporary typography. | *Prerequisite: FA/DESN 1111 3.00. Course credit exclusion: FA/YSDN 2107 3.00.*

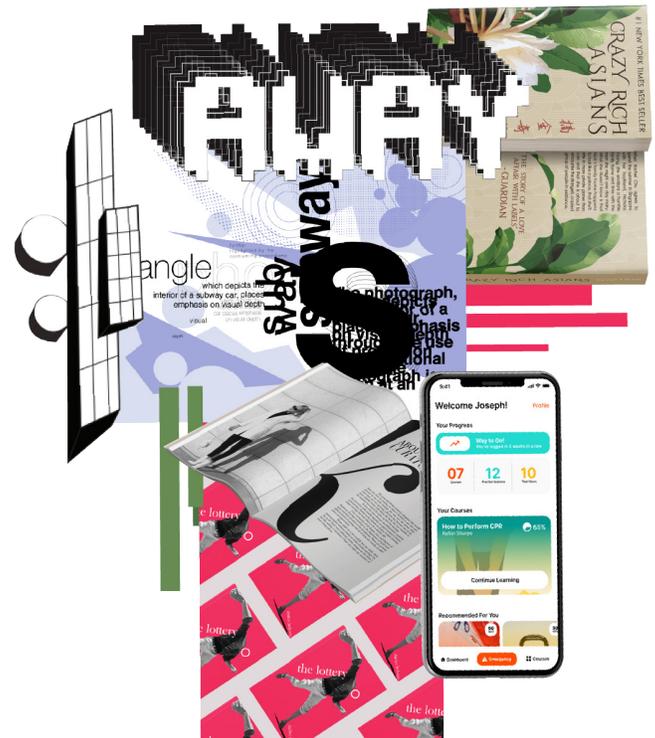
### Evolution of Information Design FA/DESN 21123.0 Studies (Blended)

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. Using a blended course model, classes alternate weekly between face-to-face and online meetings. | *Prerequisite: FA/DESN 1111 3.00. Course credit exclusion: FA/YSDN 2108 3.00.*

### History and Culture of Interaction Design

FA/DESN 21133.0 Studies (Blended)

Introduces students to the development of interaction design as an emerging field of practice and research. Grounded in the role of interaction design as a cultural phenomenon and technological practice will be explored. Using a blended model, this course will alternate between face-to-face and online classes. | *Prerequisite: FA/DESN 1111 3.00. Course credit exclusion: FA/YSDN 2109 3.00*



## 3000 Level Courses

### **Designing for Existing Systems** FA/DESN 3001 3.0 Studio

Requires students to work in collaborative groups. Students develop an innovative approach to an existing complex issue that engages a design solution. Issues oscillate between different scales of thinking about the city, the environment, the institution and the individual. The topic of focus may vary between years and even sections depending upon the expertise of the instructor, the industry partner and the topical nature of current events. Potential external project partners include industry, government or NGOs, or local not-for-profit groups. Solutions may involve products, communications or environments. | *Required course for BDes majors. Prerequisite: Third- or fourth-year standing in the BDes Program.*

### **Designing for Future Systems** FA/DESN 3002 3.0 Studio

Requires students to work in collaborative groups where students will develop a speculative outlook on a complex issue that engages a design solution. The topic of focus may vary between years and even sections depending upon the expertise of the instructor, the industry partner and the topical nature of current events. Potential external project partners include industry, government, NGOs, or local not-for-profit groups. Students will explore the power of design to inspire and accelerate innovation. | *Required course for BDes majors. Prerequisite: FA/DESN 3001 3.00.*

### **Motion Design** FA/DESN 3003 3.0 Studio

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: Third-year or fourth-year standing in the BDes Program or permission of the Department of Design. Course credit exclusion: FA/YSDN 3009 3.00.*

### **Package Design** FA/DESN 3004 3.0 Studio

This specialized studio 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: Third-year or fourth-year standing in the BDes Program or permission of the Department of Design. Course credit exclusion: FA/YSDN 3010 3.00.*

### **Design Inquiry** FA/DESN 3005 3.0 Studio

Introduces students to exploration in design through making with an emphasis on practicing design as a formal, aesthetic and cultural activity. Design methodology itself provides the basis for theme-based formal exploration. Theories grounded in contemporary design discourse are introduced and discussed in relation to work produced in the course. | *Required course for BDes majors. Prerequisites: FA/DESN 2001 3.00 and FA/DESN 2002 3.00.*

### **Generative Design** FA/DESN 3012 3.0 Studio

Examines and explores the intersection of coding and creative thinking. By introducing the developing theories and models of computational frameworks, students acquire procedural literacy and become knowledgeable about parametric and/or iterative design methods employed in computational problem solving and algorithmic production of content. | *Prerequisite: Third- or fourth-year standing in the BDes Program.*

### **Typography for Information Design** FA/DESN 3021 3.0 Studio

Explores typography as it relates to information design in print, digital and environmental applications. Students will learn how legible and readable text information can affect a users' understanding of information and enhance meaning. Students will be engaged in designing materials in both real and virtual environments where clarity of text information is critical for navigating and searching and conveying complex information. | *Prerequisite: FA/DESN 2002 3.00. or permission of the Department of Design.*

### **Information Mapping and Networks** FA/DESN 3022 3.0 Studio

Builds on principles and methodologies introduced in Information Design for Understanding with a specific focus on visualization through mapping practices, ranging from conceptual approaches to practical applications using print/digital media. | *Prerequisite: FA/DESN 2021 3.00. Course credit exclusion: FA/YSDN 3012 3.00.*

### **Understanding Design in a Global Context**

FA/DESN 3121 3.0 Studies

Introduces and explores emerging design issues in a global context and aims to raise students' awareness of this global environment from multiple perspectives including design history, theory, critique and practices. Students explore topics such as national design identity, global design consumptions, design innovation, cultural transformation, vernacular design, transnational design, design policy and the creative economy. This course also aims to inform students about the current global design opportunities and challenges. | *Prerequisite: Third- or fourth-year standing in the BDes Program.*

### **Design Advocacy** FA/DESN 3122 3.0 Studies

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. | *Course credit exclusion: FA/YSDN 3104 3.00.*

### **Design Placement** FA/DESN 3201 3.0 Professional Practice

Prepares students to launch their careers as designers, improve prospects for employment and to make a meaningful contribution to their profession in design. Full-time participation is required for three weeks in an approved professional design environment. | *Required course for BDes majors. Prerequisite: Third-year standing in the BDes Program. Course credit exclusion: FA/YSDN 3111 3.00.*

## 4000 Level Courses

### Degree Project FA/DESN 4000 6.0 Studio

A two-semester capstone course in which students pursue independent research on a topic of their choice to produce a body of work. Students demonstrate their knowledge in visual communication by applying a culmination of skills, conceptual abilities and critical thinking. Students provide a detailed proposal related to an area of focus prior to execution. Regular critical engagement and consultation between instructor and student is a major component of this course. | *Required course for BDes majors, which can only be taken in their graduating year. Prerequisites: All required studio, studies and professional practice courses or permission of the Department of Design. Course credit exclusion: FA/YSDN 4004 6.00.*

### Branding and Identity Systems FA/DESN 40013.0 Studio

Focuses on branding and identity as the expression of the culture and values of organizations, products and services. Strategic positioning and communicating with the brand audiences is emphasized through the development of a branding system that will consider a variety of media and experiences. | *Prerequisite: Third- or fourth-year standing in the BDes program or permission of the Department of Design. Course credit exclusion: FA/YSDN 4007 3.00. Note: Integrated with GS/MDES 5407 3.00.*

### Publication Design FA/DESN 40023.0 Studio

Introduces the design of complex large document systems for page and screen. Through the design of books, magazines, newspapers, 'zines, or other forms of publication, this course explores how typography, images and graphics behave across media. Covers sequencing and narrative through the examination of grid structures, comprehensive style sheets, and complex compositional structures. Students learn more advanced features of software for typography, image-making and interaction and build compelling projects working with multi-layered information. Emphasis is on developing a self-directed narrative that communicates and effectively integrates typography using ebooks, tablet or print. | *Prerequisite: Third- or fourth-year standing in the BDes Program.*

### Design Lab FA/DESN 40033.0 Studio

The Design Lab provides BDes students with practical, multi-disciplinary industry experience in a realistic studio environment that includes team work and creative interaction. Students take part in a roster of design office experiences which reflect working for and managing a design firm. Students assume all project responsibilities such as: scheduling/project management, research, client meetings, location photography and videography, illustrations, creative strategy development and client presentations, production of both print and interactive designs, and vendor liaison and co-ordination. Students are also introduced to account management and project billing practices. Students gain strong skills, new confidence, professional experience, and a competitive advantage for internships and jobs. All work is supervised by an instructor with wide-ranging industry experience. | *Admission is open to 3rd and 4th year students. Participation requires permission of the instructor. Prerequisite: Third or Fourth-year standing*

### Another Design Lab FA/DESN 40043.0 Studio

The Design Lab provides BDes students with practical, multi-disciplinary industry experience in a realistic studio environment that includes team work and creative interaction. Students take part in a roster of design office experiences which reflect working for and managing a design firm. Students assume all project responsibilities such as: scheduling/project management, research, client meetings, location photography and videography, illustrations, creative strategy development and client presentations, production of both print and interactive designs, and vendor liaison and co-ordination. Students are also introduced to account management and project billing practices. Students gain strong skills, new confidence, professional experience, and a competitive advantage for internships and jobs. All work is supervised by an instructor with wide-ranging industry experience. | *Replace with: Admission is open to 3rd and 4th year students. Participation requires permission of the instructor. Prerequisite: Third or Fourth-year standing. Course credit exclusion: FA/YSDN 4014 3.00.*

### Interactive Objects and Environments FA/DESN 40113.0 Studio

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/DESN 3012 3.00 or permission of the Department of Design. Course Credit Exclusion: FA/YSDN 4009 3.00.*

### Advanced Topics in Interaction Design FA/DESN 40123.0 Studio

Investigates advanced investigation into systems – intuitive and learned – that support human activities via interactive communication and distribution networks. Interactive systems are developed through an understanding of the reciprocal fashion in which these networks function: from users to the computer and back. | *Prerequisite: Third- or fourth-year standing in the BDes Program or permission of the Department of Design. Course credit exclusion: FA/YSDN 4003 3.00. Integrated with GS/MDES 5403 3.00.*

### Visual Analytics FA/DESN 40213.0 Studio

Introduces the fundamental theories and principals of visual analytics and data structures. This course examines the use of visual display formats such as charts, graphs and maps that are used to render structured datasets into easily perceptible and comprehensible info graphics as a basis for informed decision making. | *Prerequisite: Third- or fourth-year standing in the BDes Program.*

### Data Visualization Design FA/DESN 40223.0 Studio

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 specific data sets to be determined by each section. | *Prerequisite: FA/DESN 3012 3.00 or permission of the Department of Design. Course credit exclusion: FA/YSDN 4008 3.00. Integrated with GS/MDES 5408 3.00.*

## East Asian Design History in Transnational Perspectives

FA/DESN 4101.3.0 Studies (Blended)

This blended course focuses on the history of modern East Asian design in the contemporary context of globalization in transnational perspectives. In East Asia, the development of “modern” design histories began with cultural translation through Western culture in the late nineteenth century. The term “design” itself raises complex questions that are currently under investigation, reflecting an interest in cultural translation and transnational studies within postcolonial studies. This course will explore how modern design in East Asia has been adapted, practiced, theorized and discussed as an interactive process between heritage rich cultures of East Asia and modernism in the West. We will examine the terminology of “design” in the East Asian context, key designers and their works, movements, and definitions and developments-oriental modernity, nationalism and political ideology-within regional and international design frameworks. Through this examination, students will explore the significance of the connections between design artefacts and everyday life. This course will stimulate a transnational and interdisciplinary understanding of design in the age of globalization by reflecting on the past, present and future of East Asian design. | *Open to non-majors.* Integrated with GS/MDES 5411.3.0

## Building a Discipline

FA/DESN 4121.3.0 Studies

This course uses writing to approach the examination and understanding of graphic design. Writing is considered both a discipline (way of thinking) and a medium (way of making). In both instances, writing provides an opportunity to understand graphic design from new and unique perspectives. The ability to write cogently and coherently is one of the hallmarks of educated men and women. | *Course credit exclusion: FA/YSDN 4110.3.00.*

## Design for Creative Entrepreneurship

FA/DESN 4122.3.0 Studies

Equips students with the skills and knowledge needed to articulate a strategy for design entrepreneurship that supports a product idea. Students formulate a plan of values for targeted market segments and define the terms that outline their represented market. It introduces concepts, strategies and iterative practices to familiarize students with business planning, price points and cost calculations. In addition, the course will cover fundraising basics, crowdsourcing, team-development and techniques for brand building and marketing in an age of social media, niche markets and intellectual capital.

| *Prerequisite: Third- or fourth-year standing in the BDes Program.*

## Social Media Strategies

FA/DESN 4123.3.0 Studies (Blended)

Examines the role of social media in shaping communications from a technical and social perspective. Through a critical lens, students will navigate social media's evolution and the impact on practices in everyday life. Additionally, this course will examine the role of social media as an entrepreneurial activity in the arts. | *Prerequisite: Third- or fourth-year standing in the BDes Program.*

## Degree Exhibit

FA/DESN 4201.1.5 Professional Practice

The Degree Exhibit will present a significant demonstration of work accomplished during the course of the BDes degree. As part of the student capstone experience, students organize, publicize, and mount an exhibition of their design work at a level of quality and quantity appropriate for the BDes degree. | *Required course for BDes majors, which can only be taken in their graduating year. Prerequisites: All required studio, studies and professional practice courses or permission of the Department of Design. Corequisite: FA/DESN 4000.6.00, FA/DESN 4202.1.50.*

## Professional Practices in Design

FA/DESN 4202.1.5 Professional Practice

Allows students to form an understanding of design as a professional practice through lectures/discussions, readings and field trips. This course explores aspects of professional practice with an emphasis on client work, budgeting, planning, presentation and teamwork. The course will prepare students to transition from design student to a design professional. | *Required course for BDes majors, which can only be taken in their graduating year. Prerequisites: All required studio, studies and professional practice courses or permission of the Department of Design. Corequisite: FA/DESN 4000.6.00, FA/DESN 4201.1.50.*

## Independent Studio

FA/DESN 4301.3.0, FA/DESN 4301.6.0 Studio

Offers an individualized study program for highly motivated students in their final year of study who wish to pursue specific and intensive independent studio 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 for approval.*



**Independent Studies** FA/DESN 4302 3.0, FA/DESN 4302 6.0 Studies  
 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 for approval.

**Special Topics (Studies)**  
 FA/DESN 4401 3.0, FA/DESN 4401 6.0 Studies  
 Courses may address a current or timely topic, may be in a “pilot” phase before being offered on an ongoing basis, or may be one time offerings. A course may cover emerging issues or specialized content not represented in the main curriculum, or it may allow faculty to pursue a research imperative in a timely fashion. A “Special Topic” course also allows the Department of Design to take advantage of Visiting Faculty expertise. Special Topics course offerings can vary from term to term. Course descriptions are not printed in the university catalog but are included in the class schedule for the semester they will be offered. | *Prerequisite:* Fourth-year standing in the BDes Program.

**Special Topics (Studio)**  
 FA/DESN 4402 3.0, FA/DESN 4402 6.0 Studio  
 Courses may address a current or timely topic, may be in a “pilot” phase before being offered on an ongoing basis, or may be one time offerings. A course may cover emerging issues or specialized content not represented in the main curriculum, or it may allow faculty to pursue a research imperative in a timely fashion. A “Special Topic” course also allows the Department of Design to take advantage of Visiting Faculty expertise. Special Topics course offerings can vary from term to term. Course descriptions are not printed in the university catalog but are included in the class schedule for the semester they will be offered. | *Prerequisite:* Fourth-year standing in the BDes Program.

⋮ **Courses for Non-Majors Only**  
 (Unavailable to DESN students)

**Introduction to Design: Practice and Appreciation (for non-majors)** FA/DESN 1010 3.00  
 This blended introductory course is designed for non-majors who are interested in design. Through key readings, writing assignments and hands-on projects, students will develop basic literacy in visual communication design and gain an appreciation of design in society at large and in the business world. Students need to be aware that this is not a software training course, but rather requires intensive readings, writing reflections on short design articles, documentation of rigorous design processes, research reports, creative rationales as well as applied design projects with the learning goals to enhance students’ abilities and sensitivity to design and creativity. This course has no tests or examinations, but weekly lesson

activities and design projects provide students with opportunities to embrace the continuous learning experience of an in-depth design studio education.



# General Information

## ⋮ Important Contacts

### Registrarial Services

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

Bennett Centre for Student Services: 99 Ian Macdonald Blvd,  
Toronto, Ontario M3J 1P3 Canada, 416 872 9675

### Office of Student Financial Services

[sfs.yorku.ca](http://sfs.yorku.ca)

Bennett Centre for Student Services: 99 Ian Macdonald Blvd,  
Ontario M3J 1P3 Canada, 416 872 9675

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 DESN students must apply for OSAP through York University only.

### 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

## ⋮ Security

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

### York Security

[security.info.yorku.ca](http://security.info.yorku.ca)

4700 Keele Street, 228 William Small Centre

x58000 or 416 650 8000

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)

## ⋮ Student Identification Cards

### YU-Card

[yorku.ca/yucard](http://yorku.ca/yucard)

The YU-card is York University's official integrated photo id, debit card and provides key card access to the Design labs. 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 2019, 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.

## ⋮ 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?*

## ⋮ 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 at [yorku.ca](http://yorku.ca). Select *Current Students* to find the information you require.

### Registration and Enrolment System

[registrar.yorku.ca](http://registrar.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; 416 736 5800 | [accounts@yorku.ca](mailto:accounts@yorku.ca)

**Paying Your Deposit** (for undergraduate students new to York University)  
[sfs.yorku.ca/fees/deposit](http://sfs.yorku.ca/fees/deposit)

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

- 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 at [sfs.yorku.ca](http://sfs.yorku.ca) and select *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 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 the Arts, Media, Performance & Design enrolment process, contact The Office of Advising and Student Integrated Services from 09:00 – 15:30 Monday to Friday to answer any of your questions. They may be contacted at 416 736 5524 or [joinampd@yorku.ca](mailto:joinampd@yorku.ca)

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

## ⋮ **Orientation**

Orientation for new students to the York Program in Design will take place during the last week of August or beginning of September. At this time, students will be introduced to faculty, staff and students. Important information will be presented to assist students in making their entry into the York Program in Design

## ⋮ **Financial Aid**

York is 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.

### **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 [osap.gov.on.ca](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**

[sfs.yorku.ca/scholarships](http://sfs.yorku.ca/scholarships)

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.

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**

[sfs.yorku.ca/scholarships/current/sag](http://sfs.yorku.ca/scholarships/current/sag)

Students registered in the York Program in Design are eligible for the Student Access Guarantee Bursary. The bursary is awarded to current DESN students in good academic standing who demonstrate a tuition book shortfall. You must be an Ontario resident who has been assessed for OSAP funding.

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**

[sfs.yorku.ca/fees/taxforms](http://sfs.yorku.ca/fees/taxforms)

Relevant tax forms, i.e. Tuition and Education Credit Certificates (T2202A'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 these forms. Students will need a 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. 416 736 2100 ext. 58066 | [healthplan@yfs.ca](mailto: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 the Arts, Media, Performance & Design and its programs and facilities, Winters provides a congenial and stimulating base for all Arts, Science and School of the 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 Head 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 the Arts, Media, Performance & Design students, such as Orientation. The Winters College Office is located in 121 Winters College.

416 650 8199 | [winters.ampd.yorku.ca](http://winters.ampd.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  
416 736 5177 | [yiinfo@yorku.ca](mailto:yiinfo@yorku.ca)  
[international.yorku.ca](http://international.yorku.ca)

## ⋮ **Exchange Programs**

For information on exchange programs contact York International.  
416 736 5177 | [yiinfo@yorku.ca](mailto:yiinfo@yorku.ca)

## ⋮ **Parking**

### **York Permits**

All York Program in Design students may purchase one York Parking Permit that will allow them to park on the campus. 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.  
416 736 5335 | [yorku.ca/parking](http://yorku.ca/parking)

## ⋮ **Class Cancellations Due to Weather**

416 736 5600 or check for updates on the Campus Weather Advisory on [webapps.yorku.ca/weather](http://webapps.yorku.ca/weather)

## ⋮ **Resources and Facilities**

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

Support Services: [redzone.sclld.yorku.ca](http://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

[redzone@yorku.ca](mailto:redzone@yorku.ca)

## ⋮ **Counselling & Accessibility Services**

York University provides counselling and accessibility services.

*Student Accessibility Services:*

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

Incoming students with general inquiries can contact Student Accessibility Services at 416 736 5755  
[sasinfo@yorku.ca](mailto:sasinfo@yorku.ca)

*Student Counselling & Development:*

Bennett Centre for Student Services N110

416 736 5297 | [counselling.students.yorku.ca](http://counselling.students.yorku.ca)

*Note:* Students in need of these services should register at York as early as possible to ensure that appropriate academic accommodation can be provided. It is the responsibility of the student to discuss the accommodation(s) required with the course director at the beginning of the term.

## Faculty

### David Cabianca AIGA

Associate Professor | 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 | [cabianca@yorku.ca](mailto:cabianca@yorku.ca)

David Cabianca joined the department in 2005. He has taught typography, history and theory at California Institute of the Arts, Cranbrook Academy of Art, OCAD and both architecture studio and theory and criticism at the University of Manitoba and the University of Michigan. At Michigan he was the 1997–98 William Muschenheim Fellow and received the Donna M. Salzer Award for excellence in teaching. His research and scholarship interests have to date focused on typeface design, contemporary graphic design, issues of representation and disciplinary conflict. Initially designed while attending the University of Reading, 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.” His writing has appeared in *Emigre*, *Idea*, *Design & Culture*, *Journal of Design History* and *Design Observer*. He is currently working on a book about Ed Fella’s image archive (Unit Editions, forthcoming) funded in part by a grant from the Social Sciences and Humanities Research Council of Canada.

### Shital Desai

Assistant Professor | PhD Queensland University of Technology | [desais@yorku.ca](mailto:desais@yorku.ca)

Dr. Shital Desai is an Assistant Professor at the School of Arts Media Performance & Design and heads the Social and Technological Systems (SaTS) lab at York University. Shital is an Interaction Designer, with experience working in the industry - Robotics, Health, Communications technology and Non-destructive testing, and experience in academia teaching courses on interaction design, systems design and speculative design. Her research addresses issues that focus on UN Sustainable Development Goals using design research methods and human centred design approaches. To that extent, she develops inclusive assistive adaptive technologies for older adults, persons with cognitive impairments and children and cocreates governance policies around global health. She is a member of the WHO Dementia Knowledge Exchange peer review network where she shares her expert knowledge on dementia and technology in strengthening policies, service planning and health and social care systems for dementia. She is actively involved with the Jane Finch community, developing sustainable solutions around housing, finance and social connectedness in seniors especially during covid-19 pandemic. Shital is passionate about training students in Systems Design and Design thinking methods to address societal issues around accessibility and inclusivity.

### Sandra Gabriele

Associate Professor and Director of Graduate Program in Design | MDes University of Alberta, MASc Carleton University, School of Design (Schule für Gestaltung) Basel, AOCA Ontario College of Art | [sandrag@yorku.ca](mailto:sandrag@yorku.ca)

Sandra Gabriele has been practicing and teaching design for over twenty-five years. She is a graduate of the Ontario College of Art and Design, Toronto, the Schule für Gestaltung Basel, holds an MDes in Visual Communication Design from the University of Alberta and a MASc in Human Computer Interaction from Carleton University. In professional practice, she has designed communications materials for a variety of clients: government organizations, corporations, small businesses and non-profit organizations, in both print and digital media. Her research interests are in the area of typography (legibility and the digital representation of large text collections) and information design (specifically, patient safety initiatives involving design) and usable security.

### David Gelb AIGA

Chair, Associate Professor | MEd University of Toronto | [dgelb@yorku.ca](mailto:dgelb@yorku.ca)

David Gelb explores the potential of technology and pedagogical experimentation with a focus on ethical interfaces and design research. He is the co-leader of Interactive Art + Design Learning Modules which is supported through the Shared Ontario Course Fund and includes 10 researchers, artists and designers from across the province. He also co-leads Looking to the Future: Building State-of-the-Art eLearning in the School of the Arts, Media, Performance & Design, a multi-year project focused on technology and new pedagogical practices for arts-based teaching and learning. He was one of the organizers for Edge Effects: Digitally Engaged Learning conference held in 2018. He recently co-authored with Angela Norwood “The Design Process is a Research Process: Students and the Ethics of Inquiry”, *Bloomsbury Academic* (2020). David teaches across the department spectrum with a focus on digital product design, user-centred research, and interaction design studies.

### Jan Hadlaw

Associate Professor | PhD Simon Fraser University; MA Concordia University; BFA Concordia University | [jhadlaw@yorku.ca](mailto:jhadlaw@yorku.ca)

Jan Hadlaw is a historian of design and media. Her research focuses on design and everyday life, especially the design of 20<sup>th</sup>-century technologies, their representation in popular culture, and their roles in advancing modern conceptions of time, space, and identity. Her work has been published in the *Journal of Design History*, *Design Issues*, *Space & Culture*, *Technology & Culture*, *Material Culture Review*, *Objet et Communication*, as well as several edited collections. She is a member of the International Committee on the History of Technology (ICHOTEC) executive committee, and the editorial board of the journal *ICON*.

Professor Hadlaw has over seventeen years of professional experience as a designer, working with Alcan, the National Film Board, Les Grands Ballets Canadiens, and independent galleries and artists across Canada. She holds appointments in York University’s Graduate Programs in Design, Communications & Culture, Science & Technology Studies, Interdisciplinary Studies, and Art History & Visual Culture.

## Angela Norwood AIGA / RGD / IID

Associate Professor | MGD (Masters of Graphic Design) North Carolina State University, USA |  
anorwood@yorku.ca

Angela Norwood's research interests include exploring the intersection of contemporary design practices and traditional knowledge systems, for devising context-appropriate approaches for environmentally and culturally sustainable outcomes. Additionally, she has conducted research on improving the design of scientific visualizations. Having served two terms as Department Chair and as Graduate Program Director, Professor Norwood teaches across the Design curriculum with an emphasis on information design and visualization. She is the recipient of the Dean's Junior Faculty Teaching Award. As a former professional graphic designer and art director in Chicago, IL and Raleigh, NC, she worked with a varied range of national and international, corporate and cultural clients. She has served as 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 scholarly work has been published in design journals such as *Visual Communication and Design & Culture*. Her professional work has been recognized by several organizations and publications including the Type Directors Club, *Graphis* and *Communication Arts* magazines and is included in the American Institute of Graphic Arts (AIGA) National Design Archive.

## Gabi Schaffzin

Assistant Professor | PhD University of California San Diego; MFA Massachusetts College of Art & Design | gabis@yorku.ca

Gabi Schaffzin is an artist, educator, and researcher. He holds a PhD in Art History, Theory, and Criticism, Art Practice Concentration from the University of California San Diego, an MFA from the Massachusetts College of Art & Design's Dynamic Media Institute, and a BS in Business Administration from Babson College in Wellesley. His dissertation project, "Graphic Pain: A History of the Tools Mediating Pain Quantification", combined design history, disability studies, and a history of computing to trace the history of designed pain scales in the United States throughout the 20<sup>th</sup> century. His writing has appeared in the *Review of Disability Studies* and *PUBLIC* and will be featured in the two forthcoming volumes, *Design for One: Post Universal Design, Disability and the new Normal* and *Synopsis: Critical Readings in the Health and Medical Humanities* (both with Bloomsbury). He is on the organizing committee for *Theorizing the Web*, an annual conference and non-profit organization focused on facilitating discourse on tech between scholars, activists, artists, and more.

## Paul Sych

Associate Professor | paulsych@yorku.ca

Creating a new visual literacy fuels professor, designer and typographer Paul Sych's identity. His work spans over two decades of graphic expression, innovation and exploration. Paul's creative design agency Faith was founded as a chrysalis of design discovery producing prolific works in both digital and print spectrums.

Led by a penchant for distinctive typography and hand illustration, Paul's unique approach to language and imagery has forged brand identities of compelling visual character and bold presence – manipulating the retention of concepts, ideas, and words, as well as refining the vocabulary of design in a company, piece, or publication.

Paul's work has been published in over 100+ books and publications internationally. Highlights from his career include: winning 100+ design awards since 2010, selected by the New York Type Directors Club to judge the world's most prestigious typography competition and being featured by the design journal *Graphis* which named him one of the Ten Masters of Typography. In 2016, Paul's work was featured in the book *The Typography Idea Book, Inspiration from 50 Masters* by the renowned graphic design journalist, author and critic Steven Heller. Most recently, Paul was inducted to the Royal Society of Canada (RSC) and was honoured as a fellow for his contributions to research in design, art direction and typography.

## Wendy Siuyi Wong

Professor | PhD Hong Kong Polytechnic University; MA Hong Kong Polytechnic University; BA Hong Kong Polytechnic University | wswyong@yorku.ca

Professor Wendy S Wong has established an international reputation as an expert in Chinese graphic design history and Chinese comic art history. She is the past Chair of the Department of Design and the past Graduate Program Director of the Master of Design program. Dr. Wong is the author of *Hong Kong Comics: A History of Manhua*, published by Princeton Architectural Press, a contributor to the *Bloomsbury Encyclopedia of Design*, and acts as a regional editor of the Greater China region for *Bloomsbury Publishing's Encyclopedia of East Asian Design*. Her latest book, *The Disappearance of Hong Kong in Comics, Advertising and Graphic Design*, was published by Palgrave Macmillan (2018). In addition, she has served as an Editorial Board member of the *Journal of Design History* from 2012 to 2017. Currently she is serving as an associate editor for *Design and Culture: The Journal of the Design Studies Forum* since 2019.

## 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.

### 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

### 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.

### Auditing

Auditing is not allowed in York Program in Design studio or studies courses.

## Studio and Equipment

### 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 acquaint 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.

### 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.

### York Labs

Information on labs and other resources at York can be found at [design.yorku.ca/tech\\_info](http://design.yorku.ca/tech_info)

### 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.

### Technical Specifications and Software

All students entering the York Bachelor of Design Program are required to have a laptop computer with them at University. Your laptop will be the primary computer for specific design courses and offers maximum flexibility to support studio production and overall learning. Whether you are purchasing a new laptop or already own one, ensure the technical specifications meet the Adobe Creative Cloud requirements. The Department of Design maintains an industry-standard Mac computing environment in both hardware and software.

### Recommended Supplies

- 12 x 18” cutting matte OR 18 x 24” cutting matte (preferred)
- 12” steel edge with cork non skid backing OR 24” steel edge with cork non skid backing (preferred)
- 6” bone folder
- Olfa 18mm heavy-duty utility knife w/locking knob
- X-acto knife (comfort grip is better)
- sketchbook (5 x 8” is fine)
- 2 set squares: 30°/60°/90° @ 12” and 45° @ 10”
- H, HB, 2B pencils
- white vinyl eraser
- black Sharpie marker
- black Fineliner marker
- scissors
- glue stick
- scotch tape
- removable scotch tape
- Dr Martins bleed proof white ([www.bit.ly/currys\\_martinswhite](http://www.bit.ly/currys_martinswhite))
- #3 synthetic sable brush

# Essential Information for all DESN Students

## Program Grading System

Letter Grade	Grade Point	Per Cent	Range Description
A+	9	90–100%	<b>Rare and Exceptional work</b> 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%	<b>Excellent Work</b> Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality.
B+	7	75–79%	<b>Very Good Work</b> Thorough knowledge of concepts and techniques together with a fairly high degree of skill and/or some elements of originality.
B	6	70–74%	<b>Good Work</b> Good level knowledge of concepts and techniques together with considerable skill
C+	5	65–69%	<b>Competent Work</b> 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%	<b>Fairly Competent Work</b> Acceptable level of knowledge of concepts and techniques together with some skill.
D+	3	55–59%	<b>Passing Work</b> Slightly better than minimal knowledge of required concepts and techniques together with limited skill.
D	2	50–54%	<b>Poor Work</b> Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required excercises.
E	1	31–49%	<b>Very Poor Work</b>
F	0	0–30%	<b>Inadequate Work</b>

All courses taken at York, including failures, are included in grade point average calculations. To calculate your Grade Point Average please visit: [ampd.yorku.ca/current-students/academic-resources/gpa-calculator](http://ampd.yorku.ca/current-students/academic-resources/gpa-calculator)



# Important Dates

## Fall/Winter 2021-2022

September 8	Fall Classes Start
Oct. 9 – 15	Fall Reading Week
December 7	Fall Classes End
December 9	Fall Exams Start
December 23	Fall Exams End
January 10	Winter Classes Start (Resume)
Feb. 19 – 25	Winter Reading Week
April 10	Winter Classes End
April 12	Winter Exams Start
April 29	Winter Exams End

## Schedule of Fall/Winter Holidays and School Closings

September 6	Labour Day - University Closed
October 11	Thanksgiving - University Closed
Dec 24 - Jan 7	Winter Break - University Closed
February 14	Family Day - University Closed
April 15	Good Friday - University Closed

[registrar.yorku.ca/enrol/dates/fw21](http://registrar.yorku.ca/enrol/dates/fw21)

## Add, Drop and Course Withdrawal Period Deadline Information

Last date to enrol without permission of course instructor

September 21	Fall and Year
January 23	Winter

Last date to enrol with permission of course instructor

October 5	Fall
October 26	Year
February 7	Winter

Last date to drop courses without receiving a grade

November 12	Fall
February 11	Year
March 18	Winter

Course Withdrawal Period (Withdraw from a course and receive a grade of “W” on transcript)

*The withdrawal will not affect your grade point average or count towards the credits required for your degree*

Nov. 13 – Dec. 7	Fall
Feb. 12 – Apr. 10	Year
Mar. 19 – Apr 10	Winter

*Cover and Collage Designs by Raven Sommerhalder  
Work found inside by DESN students: Seth Brown-Graham, Justin Chiu, Kris Fan, Megan Furlong, Brienna Hogbean, Jennifer Huynh, Kalli Jones, Adrianna Kirovski, Claudia Ladeira, Hailey Luong, Nicole Nguyen, Sean Reibling, Nieves Rocillio, Jethro Sanchez, Jasmine Tidd, Michelle Tieu, Bella Wei, Ingrid Wong, Jasmine Wong.*

