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

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

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

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Welcome

We extend a warm and enthusiastic welcome to all students, faculty and staff. As we prepare for an exciting new year, it is a good time to reflect on significant events and achievements within the York/Sheridan Program in Design in 2018/19.

Our students continued to distinguish themselves in international, national and local design competitions.

YSDN did extremely well in the 2018 Registered Graphic Designers of Ontario student competition with ten honourable mentions and winning projects in four of the specialty and national categories. Elizabeth Zhu, Isaak Man, Clover Chang and Melosha Ratnasingham were recognized with the Fjord Award for Digital Product Design. Sarah Wong won the Zulu Alpha Kilo Award for Advertising Design, Dana Neita received the Forge Award for Typography, and Mohit Gupta, Zachery Eng, Carson Young, and David Luong won the Quarry Award for UX Design.


For the Advertising & Design Club of Canada student competition, Mohit Gupta, Carson Young, Zachery Eng, and David Luong received the Gold award for the mobile application Oble. Saba Sobhani won Silver in Editorial & Book Design for her project, Zenith.

Over the past year, we continued to create opportunities for students to interact directly with leading design studios in Toronto through networking sessions hosted by RL Solutions, Konrad Group, Kastor & Pollux, Critical Mass, and Vanderbrand. Guest speakers, including freelance designers and in-house designers from various companies such as FiftyThree, IBM, Bakken & Bæck, Facebook, Amazon, visited classes, instilling the richness of opportunities available to students upon graduation.

The Sheridan Typographic Hub and the college hosted The World’s Best Typography exhibition from September to December, 2018. This annual international exhibit features winning work from the Type Director Club's 64th Annual Communications Design and 2018 Typeface Design competitions.

In November 2018, both York and Sheridan held screenings of the documentary Design Canada as well as Q&A sessions with the director Greg Durrell.

York's Department of Design co-sponsored a talk by IBM's Director of Design, Karel Vredenberg, as part of its interdisciplinary lecture series in partnership with Lassonde School of Engineering. York Design also hosted design curator, writer, and educator, Andrew Blauvelt for a talk showcasing several significant design exhibitions he has overseen throughout the past decade. Both speakers inspired students with wide ranges of opportunities for shaping exciting careers in design.

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

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

ANGELA NORWOOD
Chair, Department of Design
School of Arts, Media, Performance & Design
York University

ANGELA IAROCCI
Coordinator, York/Sheridan Program in Design
Faculty of Animation, Arts & Design
Sheridan College
Program of Study

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

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

Degree Requirements

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

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

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

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

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

Effective as of 2011/2012 academic year:

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

For all students registered prior to the 2011/2012 academic year: FACS 1900 6.0 Arts & Ideas is required of all students admitted to a first undergraduate degree program in the School of Arts, Media, Performance & Design in 1997 or later (can be counted as Humanities, Free Elective or Fine Arts Elective but cannot be counted more than once).
Honours BDes Major – 2nd Degree Requirements

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

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

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

Academic Standing

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

<table>
<thead>
<tr>
<th>Year Level</th>
<th>Credits Completed</th>
<th>Major Grade Point Average</th>
<th>Cumulative Overall Grade Point Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>fewer than 24 credits</td>
<td>5.0</td>
<td>4.0</td>
</tr>
<tr>
<td>Year 2</td>
<td>24 to 53 credits</td>
<td>5.0</td>
<td>4.2</td>
</tr>
<tr>
<td>Year 3</td>
<td>54 to 83 credits</td>
<td>5.0</td>
<td>4.8</td>
</tr>
<tr>
<td>Year 4</td>
<td>84</td>
<td>5.0</td>
<td>5.0</td>
</tr>
</tbody>
</table>

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

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

Dean's Honour Roll

The Dean's Honour Roll recognizes the academic achievements of the following:
- Students who have taken 12 to 17 credits: in a given session, who have achieved a Sessional Overall GPA of 8.0 or higher.
- Students who have taken 18 or more credits: in a given session, who have achieved a Sessional Overall GPA of 7.5 or higher.
- Graduating students who have achieved Overall and Major GPAs of 7.0 or higher.

Graduation Honours:
York/Sheridan Program in Design students with the following grade point averages, both in their major discipline and overall, will have their degrees classified as Bachelor of Design (Honours):
- 7.50 cum laude
- 7.80 magna cum laude
- 8.00 summa cum laude

Advanced Standing

Students admitted to the York/Sheridan Program in Design, that have attended another post-secondary institution may be granted credits towards their degree. It is possible that not all credits awarded may be applicable to the degree program. Because of the prerequisite structure of the program, students may not be able to take as many design courses in each of their years of study in the program. In this case, students may take courses outside of design for which they are eligible, in order to maximize the program fee which they must pay each year. Advanced standing students may need to complete three to four full years of study to complete the York/Sheridan Program in Design. Design students with advanced standing must make an appointment with the Design office to review their study plan for the completion of the BDes Honours degree.
The curriculum reflects our commitment to enriched areas of concentration within the York/Sheridan Program in Design that are identified as our core strengths: Communication, Information, Interaction and Design Studies. There are courses in each of these areas in which students can develop their interests and define their career paths.

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

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

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### 1st Year Bachelor of Design (Honours)

**Note:** Not all courses in the Design curriculum may be offered each year. The courses not offered in FW 19/20 are indicated with †.

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

**Required courses for 1st year Design majors**

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

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

Effective as of 2011/2012 academic year:

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

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

**Optional Practicum courses available to 1st year majors**

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

**Optional Studies courses available to 1st year majors**

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

**Beware of Overloading**

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

**Your General Education Requirements: a tip**

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

**Interactivity Focus**

If you are intending to focus your practicum coursework in Interactivity, please enroll 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.

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*can be credited only as Free Electives for Design majors*
2nd Year Bachelor of Design (Honours)

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

Required courses for 2nd year Design majors

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Term</th>
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</thead>
<tbody>
<tr>
<td>FA/YSDN 2003 3.0</td>
<td>Typography 2 Fall</td>
<td>Fall</td>
</tr>
<tr>
<td>FA/YSDN 2004 3.0</td>
<td>Communication Design 1 Fall</td>
<td>Fall</td>
</tr>
<tr>
<td>FA/YSDN 2005 3.0</td>
<td>Processes and Workflows: Visual Interaction Design</td>
<td>Fall</td>
</tr>
<tr>
<td>(formerly Interactivity Design 2)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 2007 3.0</td>
<td>Typography 3 Winter</td>
<td>Winter</td>
</tr>
<tr>
<td>FA/YSDN 2008 3.0</td>
<td>Information Design Concepts and Methodologies (formerly Information Design 1)</td>
<td>Winter</td>
</tr>
</tbody>
</table>

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

Design History requirements beginning 2008/2009

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>FA/YSDN 2102 3.0</td>
<td>History of Design Fall</td>
<td>Fall</td>
</tr>
</tbody>
</table>

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

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

Optional Practicum courses available to 2nd year majors

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

Optional Studies courses available to 2nd year majors

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

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

FA/1900 3.0 | 6 credits outside of major                    |

Complete this requirement if not taken in your first year.

Beware of Overloading!

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

Your General Education Requirements: a tip

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

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

Interactivity Focus

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

Always seek academic advising before dropping courses!

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

*can be credited only as Free Electives for Design majors
Planning Your Studies (continued from page 7)

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3rd Year Bachelor of Design (Honours)

Note: Not all courses in the Design curriculum may be offered each year. The courses not offered in FW 19/20 are indicated with †.

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

Required courses for 3rd year Design majors

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Term</th>
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</thead>
<tbody>
<tr>
<td>FA/YSDN 3111.30</td>
<td>Design Placement</td>
<td>Winter</td>
</tr>
<tr>
<td>FA/YSDN 3112.30</td>
<td>Research in Design</td>
<td>Winter</td>
</tr>
</tbody>
</table>

Note: FA/YSDN 3112.30 Research in Design (formerly 2103.3.0) will not be offered in 2017/2018. It will be offered beginning in 2018/2019 for students entering third year in the YSDN program or who have not previously taken it.

Optional Design courses available to 3rd year majors

Communication Design Practicum Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>FA/YSDN 2010.3.0</td>
<td>3D Design</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 2011.3.0</td>
<td>Visualization Methods</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 2012.3.0</td>
<td>Drawing for Design</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 2013.3.0</td>
<td>Materials &amp; Methods</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 3003.3.0</td>
<td>Typeface Design</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 3004.3.0</td>
<td>Communication Design 2</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 3010.3.0</td>
<td>Package Design</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 3011.3.0</td>
<td>Editorial Design</td>
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</table>

Information Design Practicum Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>FA/YSDN 3008.3.0</td>
<td>Information Narratives and Sequences</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 3012.3.0</td>
<td>Information Mapping and Networks</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 3014.3.0</td>
<td>Environmental Graphic Design</td>
<td></td>
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</tbody>
</table>

† FA/YSDN 3015.3.0 Typography for Information Design

Interactive/Multimedia Design Practicum Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>FA/YSDN 3005.3.0</td>
<td>User Centred Design: Prototyping and Usability</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 3006.3.0</td>
<td>Advanced Models and Speculative Interfaces: Visual Interaction Design</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 3009.3.0</td>
<td>Time-based Communication</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 3013.3.0</td>
<td>Time-based Communication 2</td>
<td></td>
</tr>
</tbody>
</table>

Design Studies Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>FA/YSDN 2104.3.0</td>
<td>Design Thinking</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 3102.3.0</td>
<td>Contemporary Problems in Design</td>
<td></td>
</tr>
<tr>
<td>FA/YSDN 3104.3.0</td>
<td>Design for Public Awareness</td>
<td></td>
</tr>
</tbody>
</table>
† FA/YSDN 3105.3.0 | Self, Society and Design     |            |
† FA/YSDN 3106.3.0 | Image and Influence           |            |
FA/YSDN 3108.3.0 | Design, Dissent, and the Public Sphere |          |
FA/YSDN 4102.3.0 | Design Management             |            |
† FA/YSDN 4105.3.0 | Design Studies Seminar        |            |
† FA/YSDN 4110.3.0 | Building a Discipline         |            |

Beware of Overloading!

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

The Importance of Course Selection

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

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

Interactivity Focus

If you are intending to focus your practicum coursework in Interactivity, please enrol in FA/DATT 1939.3.0 Making Interactive New Media Art.

Always seek academic advising before dropping courses!

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

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*can be credited only as Free Electives for Design majors
4th Year Bachelor of Design (Honours)

Note: Not all courses in the Design curriculum may be offered each year. The courses not offered in FW 19/20 are indicated with †.

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

Required courses for 4th year Design majors
FA/YSDN 4004 6.0 Design Workshop Year
FA/YSDN 4104 3.0 Professional Aspects of Design Year

Optional Design courses available to 4th year Design majors
Communication Design Practicum Courses
FA/YSDN 3003 3.0 Typeface Design
FA/YSDN 3004 3.0 Communication Design 2
FA/YSDN 3010 3.0 Package Design
FA/YSDN 3011 3.0 Editorial Design
FA/YSDN 4005 3.0 Book Design
† FA/YSDN 4006 3.0 Sustainable Design
† FA/YSDN 4007 3.0 Corporate Identity Design
FA/YSDN 4010 3.0 Advanced Package Design
FA/YSDN 4013 3.0 Design Lab
FA/YSDN 4014 3.0 Another Design Lab

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

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

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

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

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

Always seek academic advising before dropping courses!
Never drop a required course without consultation and academic advising from the Department of Design. There may be serious academic penalties in terms of not having the required course(s) necessary to continue to the next level of study.
### General Education 18 credits

<table>
<thead>
<tr>
<th>Humanities (6.0 credits)</th>
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<tbody>
<tr>
<td>Social Science (6.0 credits)</td>
<td></td>
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<tr>
<td>Natural Science (6.0 credits)</td>
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</table>

### Fine Arts Electives 12 credits


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


### Design Studies 24 credits

<table>
<thead>
<tr>
<th>FA/YSDN 1101 3.0</th>
<th>Critical Issues in Design</th>
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</thead>
<tbody>
<tr>
<td>FA/YSDN 2102 3.0</td>
<td>History of Design</td>
</tr>
<tr>
<td>plus one of:</td>
<td>FA/YSDN 2103 3.0, FA/YSDN 2106 3.0, FA/YSDN 2107 3.0, FA/YSDN 2108 3.0, FA/YSDN 2109 3.0</td>
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<tr>
<td>FA/YSDN 3111 3.0</td>
<td>Design Placement</td>
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<tr>
<td>FA/YSDN 3112 3.0</td>
<td>Research in Design (formerly FA/YSDN 2103 3.0)</td>
</tr>
<tr>
<td>FA/YSDN 4104 3.0</td>
<td>Professional Aspects of Design</td>
</tr>
<tr>
<td>FA/YSDN 3000 / 4000 Studies – 3 credits</td>
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<td>FA/YSDN 3000 / 4000 Studies – 3 credits</td>
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### Design Practicum 54 credits

<table>
<thead>
<tr>
<th>FA/YSDN 1001 3.0</th>
<th>Visual Language</th>
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<tbody>
<tr>
<td>FA/YSDN 1002 3.0</td>
<td>Design &amp; Image</td>
</tr>
<tr>
<td>FA/YSDN 1005 3.0</td>
<td>Typography 1</td>
</tr>
<tr>
<td>FA/YSDN 1006 3.0</td>
<td>Fundamentals and Methods: Visual Interaction Design (formerly Interactivity Design 1)</td>
</tr>
<tr>
<td>FA/YSDN 2003 3.0</td>
<td>Typography 2</td>
</tr>
<tr>
<td>FA/YSDN 2004 3.0</td>
<td>Communication Design 1</td>
</tr>
<tr>
<td>FA/YSDN 2005 3.0</td>
<td>Processes and Workflows: Visual Interaction Design (formerly Interactivity Design 2)</td>
</tr>
<tr>
<td>FA/YSDN 2007 3.0</td>
<td>Typography 3</td>
</tr>
<tr>
<td>FA/YSDN 2008 3.0</td>
<td>Information Design Concepts and Methodologies (formerly Information Design 1)</td>
</tr>
<tr>
<td>FA/YSDN 4004 6.0</td>
<td>Design Workshop</td>
</tr>
<tr>
<td>FA/YSDN 3000 / 4000 Level Practicum – 3 credits</td>
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<tr>
<td>FA/YSDN 3000 / 4000 Level Practicum – 3 credits</td>
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<td>FA/YSDN 3000 / 4000 Level Practicum – 3 credits</td>
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</tbody>
</table>
Handbook 2019 – 2020

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

Credit Overview

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

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

120 credits

General Education Courses

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

<table>
<thead>
<tr>
<th>Humanities</th>
<th>Natural Science</th>
<th>Social Science</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classical Studies</td>
<td>Biology</td>
<td>Anthropology</td>
</tr>
<tr>
<td>English</td>
<td>Chemistry</td>
<td>Economics</td>
</tr>
<tr>
<td>French Studies</td>
<td>Earth &amp; Atmospheric Science</td>
<td>Geography</td>
</tr>
<tr>
<td>History</td>
<td>Environmental Studies</td>
<td>Political Science</td>
</tr>
<tr>
<td>Humanities</td>
<td>(ES/ENVS 1500 6.0)</td>
<td>Psychology</td>
</tr>
<tr>
<td>Languages &amp; Linguistics</td>
<td>Natural Science</td>
<td>Social Science</td>
</tr>
<tr>
<td>Modes of Reasoning</td>
<td>Science and Technology</td>
<td>Sociology</td>
</tr>
<tr>
<td>Philosophy</td>
<td>Studies (SC/STS)</td>
<td></td>
</tr>
</tbody>
</table>

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

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

Program Residence Requirement

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

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

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

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

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

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

YSDN Supplementary Year Program 2019/2020

The Supplementary Year Program allows students, whose life circumstances prevent them from finishing their Bachelor of Design Honours degree in four years, to take a reduced load/reduced fee fifth year of study. This Supplementary Year is defined as an academic year including the Fall, Winter, and Summer terms. Students are expected to complete the BDes Honours requirements by the end of this Supplementary Year Program. Students are expected to enrol in YSDN 4104 3.0 Professional Aspects of Design and YSDN 4004 6.0 Design Workshop as part of the credits in this supplementary year – as these courses can only be taken in one’s graduating year.
**Eligibility**
1. Any applicant must have completed four full years in the York/Sheridan Program in Design, or the equivalency of four years through advanced standing status (at least 24 credits), in order to be eligible for this program.
2. The applicant needs 18 credits or less to graduate and makes a formal application by April 25, 2019.
3. Only the required number of credits needed to graduate may be taken in the Supplementary Year.

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

**Application Procedure**
The Supplementary Year Program becomes an active option only when a student has applied and been formally approved by the Department of Design and the School of Arts, Media, Performance & Design, Office of the Dean. Eligible students in such circumstances must formally apply in writing to the York/Sheridan Program in Design Executive Committee. Application forms are available from the Department of Design in 4008 DB (formerly TEL).
For current information on sessional dates, see:
www.registrar.yorku.ca/enrol/dates/fw19

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

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

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

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

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

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

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

Key to identifying buildings on both campuses

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

Sheridan Campus:
B B Wing
J J Wing
SCA SCAET Bldg.
Course Descriptions

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

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

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

### 1000 Level Courses

**Visual Language**  
fa/ysdn 1001 3.0*  
(not offered in 2019/2020)  
Examines and explores the elements and principles of design comprising our visual language on the two-dimensional level through various exercises and projects. This operational form language is developed via tactile and computer application processes. | Required course for design major.

**Design & Image**  
fa/ysdn 1002 3.0*  
(not offered in 2019/2020)  
Examines the process of creating representational, graphic, and abstract images in the context of visual communication design. Different methods of generating and manipulating images are investigated with consideration given to form and content of images as well as their potential for the communication of ideas. | Required course for design major.

**Design & Colour**  
fa/ysdn 1004 3.0*  
(not offered in 2019/2020)  
Studies colour perception, systems or classification and the nature of light, pigment and colour materials through a series of tactile and computer exercises and projects. The creative use of colour using a variety of materials and processes, and the use of colour in various periods is investigated.

**Typography 1**  
fa/ysdn 1005 3.0*  
(not offered in 2019/2020)  
Introduces the history and development of letters, letterforms and the typography system as practiced in contemporary print and electronic design. The typographic vocabulary, system of measurement, prioritization of information and issues of readability and legibility are introduced. | Required course for design major.

### 2000 Level Courses

**Fundamentals and Methods: Visual Interaction Design**  
fa/ysdn 1006 3.0*  
(formerly Interactivity Design 1)  
(not offered in 2019/2020)  
Examines and explores the forms of interactivity through designing visual representations of the human computer interface based on the introduction of the developing theories and models of interaction. | Required course for design major. Prerequisite: FA/YSN 1001 3.0 or permission of the Department of Design.

**Critical Issues in Design**  
fa/ysdn 1101 3.0*  
(not offered in 2019/2020)  
Introduces students to many of the central themes of critical theory as applied to visual culture in general and in particular to graphic design. Prepares students for further in-depth exploration of these themes in upper year design studies courses. | Open to non-majors by permission of the Department of Design.

**Communications in the Urban Environment**  
fa/ysdn 1110 3.0*  
(not offered in 2019/2020)  
Focuses on the urban environment as a resource for developing and reinforcing a critical design vocabulary and awareness of visual and behavioural structural diversity – formal, stylistic and functional effects will be addressed. | This course counts as a free elective for BDes majors. Open to non-majors.

**Typography 2**  
fa/ysdn 2003 3.0*  
Further investigates the history, principles and application of contemporary typographic systems and issues of readability and legibility in print and electronic communication design. | Required course for design major. Prerequisite: FA/YSN 1005 3.0 or permission of the Department of Design.

**Communication Design 1**  
fa/ysdn 2004 3.0*  
This practicum course concentrates on building skills in two-dimensional visual communication design. Various communication and learning theories are integrated into the design process assisting students to develop a multi-disciplined approach to design. | Required course for design major. Prerequisites: FA/YSN 1001 3.0 and FA/YSN 1002 3.0 or permission of the Department of Design. Course credit exclusion: FA/YSN 2004 3.0 prior to 2001.
Processes and Workflows: Visual Interaction Design
Fa/YSDN 2005 3.0* (formerly Interactivity Design 2)
The introduction of a general system model to provide a theoretical
foundation for systematic solving of design problems is developed.
Research, analysis, synthesis and evaluation processes with related
methods are employed to develop electronic-based communications.
| Required course for design major. Prerequisite: Fa/YSDN 1006 3.0 or
permission of the Department of Design.

Typography 3 Fa/YSDN 2007 3.0*
Continues an in-depth investigation into contemporary explorations
and applications of typographic principles, information theories,
history and various approaches to solving visual communication
problems. Letterpress printing and digital processes are investigated.
| Required course for design major. Prerequisite: Fa/YSDN 2003 3.0 or
permission of the Department of Design. Course credit exclusion:
Fa/YSDN 3002 3.0.

Information Design Concepts and Methodologies
Fa/YSDN 2008 3.0* (formerly Information Design 1)
The relevant theories and methodologies which allow the designer to
prioritize, simplify and creatively visualize a wide range of complex
textual and visual information are examined and applied.
| Required course for design major. Prerequisite: Second year standing in
the Department of Design or permission of the Department of Design.
Course credit exclusion: Fa/YSDN 3007 3.0.

3D Design Fa/YSDN 2010 3.0*
The elements and principles of three-dimensional design are
examined and applied through various exercises and projects.
Communication of three-dimensional concepts through two-
dimensional representations and three-dimensional prototypes is
introduced and developed. | Course credit exclusion: Fa/YSDN 1003 3.0.

Visualization Methods Fa/YSDN 2011 3.0*
(not offered in 2019/2020)
Offers an in-depth study of graphic visualization systems,
mechanical drawing devices and visual theory. Supervised studio
time will strengthen students’ observation, rapid sketching and

Drawing for Design Fa/YSDN 2012 3.0*
Develops a visual vocabulary for the representation of objects and
ideas for communication in design applications. Ideas and concepts
will be explored and translated into literal, abstract and symbolic
form for use in graphic representations, pictograms, symbols and
letterforms in order to help communicate with impact.
| Prerequisite: Design major or permission of the Department of Design.

Materials and Methods Fa/YSDN 2013 3.0*
Engages students in hands-on experimentation with materials
and production techniques to understand the design process as a
vehicle for inquiry and innovative problem solving within visual
communication. Both hand and digital methods will be explored
along with strategies for concept generation. | Prerequisite: Fa/YSDN
1001 3.0 or permission of the Department of Design. Not open to
non-majors.

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

Design Thinking: Creative & Critical Pathways
Fa/YSDN 2104 3.0*
Examines the similarities and differences between creative and
critical thinking. Both types of thinking are required in the design
process to provide the student with the theory and operational
skills necessary to improve their design process and problem-solving
abilities. | This course counts as a free elective for BDes majors. Course
credit exclusion: Fa/YSDN 2101A 3.0.

History of Media in Graphic Design Fa/YSDN 2105 3.0*
(not offered in 2019/2020)
Analyzes various media practices as related to graphic design in the
West since 1750. Explores advertising, illustration, photography,
film, scientific representation, fashion, and digital imagery in the
context of how they have shaped, and been shaped by, graphic
design. | Prerequisite: Fa/YSDN 2102 3.0/6.0 or permission of the
Department of Design.
Graphic Design in Canada  \textit{fa/ydsn 2106 3.0}\textsuperscript{*}  
(not offered in 2019/2020) 
Examines graphic design in Canada, from books and posters to advertising, magazines, typefaces, and information design. Traces developments from the First Nations to British colonial administration and contemporary digital practices. Locates design in its social context, as a visual culture, and as an aesthetic technology. | Prerequisite: FA/YSDN 2102 3.0/6.0 or permission of the Department of Design.

History & Development of Typography  \textit{fa/ydsn 2107 3.0}\textsuperscript{*}  
Explores the development of typographic form, from the origins of the alphabet to the present. Discussion includes the study of historical and cultural periods, typographic classifications and exploration of contemporary typography. | Prerequisite: FA/YSDN 2102 3.0/6.0 or permission of the Department of Design. Course credit exclusion: FA/YSDN 3101A 3.0.

Evolution of Information Design  \textit{fa/ydsn 2108 3.0}\textsuperscript{*}  
Examines the origin and development of designed artifacts to provide clarity and enable understanding of complex data, processes, and environments. It considers influencing factors of social, technological and historical developments in the representation of information. | Prerequisite: FA/YSDN 2102 3.0/6.0 or permission of the Department of Design.

History and Culture of Interaction Design  \textit{fa/ydsn 2109 3.0}  
Introduces students to the development of interaction design as an emerging field of practice and research as it relates to the discipline of graphic design. Grounded in historical advancements, the role of interaction design as a cultural and technological practice will be explored. Using a blended course model, classes alternate weekly between face-to-face and online meetings. | Prerequisite: FA/YSDN 2102 3.0/6.0 or permission of the Department of Design.

Typeface Design  \textit{fa/ydsn 3003 3.0}\textsuperscript{*}  
Introduces students to a number of methods for designing a typeface, with an emphasis in using vector drawing software. Starting with a number of initial exercises, students will learn about the design decisions that go into shapes, serifs/sans serifs, spacing, and other often overlooked details. | Prerequisite: FA/YSDN 2007 3.0 or permission of the Department of Design.

Communication Design 2  \textit{fa/ydsn 3004 3.0}\textsuperscript{*}  
Continues investigation into two-dimensional, print-oriented design problems. Various communication and learning theories are integrated into the design process assisting students to develop a multi-disciplined approach to design. | Prerequisite: FA/YSDN 2004 3.0 or permission of the Department of Design.

User Centred Design: Prototyping and Usability  \textit{fa/ydsn 3005 3.0}\textsuperscript{*}  (formerly Design and Systems)  
Continues investigation into complex problem-solving which emphasizes the application of systemic design methods. Individual and team problem-solving techniques are utilized to identify and analyze problems, develop content, specify functions, evaluate solutions and produce prototypes at the system level. | Prerequisite: FA/YSDN 2006 3.0 or permission of the Department of Design.

Advanced Models and Speculative Interfaces: Visual Interaction Design  \textit{fa/ydsn 3006 3.0}\textsuperscript{*}  (formerly Interactivity Design 3)  
Students broaden their knowledge and understanding of the conceptual principles of organizational structures and methodologies involved in the presentation of information in virtual environments. In a series of projects, students explore various types of data and structural organization models of information. | Prerequisite: FA/YSDN 2006 3.0 or permission of the Department of Design.

Information Narratives and Sequences  \textit{fa/ydsn 3008 3.0}\textsuperscript{*}  (formerly Information Design 2)  
Building on the basic principles of visual organization and hierarchy introduced in Information Design 1, students will apply relevant modes of visualization to various types of content (statistics, time, text, imagery) to explain a given topic. | Prerequisite: FA/YSDN 2008 3.0 or permission of the Department of Design.

Time-based Communication  \textit{fa/ydsn 3009 3.0}\textsuperscript{*}  
Focuses upon the visual grammar and language syntax of time-based communication and motion graphics and explores concepts and techniques involved in the integration of images, typography, digital video and audio into vibrant and persuasive communication environments. | Prerequisite: FA/YSDN 1006 3.0 or permission of the Department of Design.

Package Design  \textit{fa/ydsn 3010 3.0}\textsuperscript{*}  
This specialized practicum course focuses on the principles, vocabulary and contemporary production of package design. An historical overview and current design strategies in the context of the retail environment will be investigated. | Prerequisite: FA/YSDN 2010 3.0 or permission of the Department of Design. Course credit exclusion: FA/YSDN 4001B 3.0.
Editorial Design  
FA/YSDN 3011 3.0*
Focuses on the design of print and electronic editorial documents. Students will investigate the relationship between type, illustration, photo and graphic imagery. | Prerequisite: Third- or fourth-year standing in the BDes program or permission of the Department of Design.

Information Mapping and Networks  
FA/YSDN 3012 3.0*
(formerly Information Design 3)
Builds on principles and methodologies introduced in earlier Information Design courses with a specific focus on visualization through mapping practices, ranging from conceptual approaches to practical applications using print/digital media. | Prerequisite: FA/YSDN 2008 3.0 or permission of the Department of Design.

Time-based Communication 2  
FA/YSDN 3013 3.0*
Extends the curriculum of Time-based Communication. It enables students to acquire in-depth knowledge and understanding of the visual grammar and language syntax of time-based communications. Through the analysis and construction of meaningful messages and the development of communication strategies, students develop projects through the application of design process. | Prerequisite: FA/YSDN 2008 3.0 or permission of the Department of Design.

Environmental Graphic Design  
FA/YSDN 3014 3.0*
Examines visual communication within the built and natural environment including wayfinding systems, signage, exhibition design, interpretive installations and themed sites. Through projects and field research, students will build knowledge of spatial design, typography, materials, construction, and designing for human interaction. | Prerequisite: FA/YSDN 2008 3.0 or permission of the Department of Design.

Typography for Information Design  
FA/YSDN 3015 3.0*
(not offered in 2019/2020)
Explores the typographic issues specific to three areas of information design: print, screen and environmental applications. Students will examine how legibility and readability of text information that is crucial to understanding can affect communication through maps, diagrams and instructions, large text collections and navigation systems in real and virtual environments. | Prerequisites: FA/YSDN 2003 3.0 and FA/YSDN 2008 3.0 or permission of the Department of Design.

Contemporary Problems in Design  
FA/YSDN 3102 3.0*
Offers an identification and examination of the various roles that design and designers play in the solving of visual and cultural problems in today's rapidly changing society.

Design for Public Awareness: Investigation, Identification and Integration in Design Communication  
FA/YSDN 3104 3.0*
Focuses upon the contribution of design to public awareness of social issues in this design studies course. Students learn that responsible designers also have social responsibilities, and have the opportunity to be of service to marginalized populations. Students will be introduced to the role(s) of graphic agitation, interventions, major and alternative modes of public address and culture jamming.

Self, Society & Design  
FA/YSDN 3105 3.0*
(not offered in 2019/2020)
Examines the practices, images and objects of graphic design in relation to issues of personal agency and wider social structure, and so places visual and material culture in the context of concerns which are central to the social sciences of (primarily) anthropology, sociology, and social psychology.

Image and Influence: Graphics in the Twentieth Century  
FA/YSDN 3106 3.0*
Explores the relationships between graphic design and art in the 20th century, with particular attention to the associations between pictorial Modernism and the use of image and text in graphic design.

Design, Dissent, and the Public Sphere  
FA/YSDN 3108 3.0*
Explores design's role in articulating and animating socio-political debate from mid-1850s to present. The concept of the public sphere is employed to locate design in historical, social and political context, and to explore the relationship between visual and political strategies.

Design Placement  
FA/YSDN 3111 3.0*
Lectures introduce students to current design business practices, legal requirements and ethics. Full-time participation is required for three weeks in an approved professional design environment. | Required course for design major. Prerequisite: Third-year standing in the BDes program or permission of the Department of Design. Course credit exclusion: FA/YSDN 4103 3.0

Research in Design  
FA/YSDN 3112 3.0*
(formerly FA/YSDN 2103 3.0)
Offers an examination of the context, theory, and methods of both qualitative and quantitative design research, and their practical application in problem solving to enhance the effectiveness, relevance, and creativity of contemporary visual communication design. | Required course for design major. Prerequisite: Third-year standing in the BDes program or permission of the Department of Design. Course credit exclusion: FA/YSDN 2103 3.0.

Note: Effective as of 2017/18, Research in Design (FA/YSDN 2103 3.0) will change its course number to FA/YSDN 3112 3.0 and will become a required course at the 3000-level for the YSDN program. FA/YSDN 3112 3.0 will not be offered in 2017/18 but will return in 2018/19 for students entering their third year in the YSDN program or who have not previously taken it.
### 4000 Level Courses

**Type in Motion**  
FA/YSDN 4002 3.0*  
Explores the storytelling abilities of motion design for broadcast and cinema using the temporal and sequential aspects of typography, image and sound. Work is created using both analog and digital methods, and is deliberately focused on using experimental techniques and graphic means to make graphic communication.  
| Prerequisite: FA/YSDN 2007 3.0 or permission of the Department of Design. Integrated with GS/MDES 5402 3.0.  

**Advanced Topics in Interactivity**  
FA/YSDN 4003 3.0*  
(formerly Interactive System Design)  
An advanced investigation into systems – intuitive and learned – that support human activities via interactive communication and distribution networks. An understanding of these communication/distribution methods working in reciprocal fashion from users to the computer and back, is presented.  
| Prerequisite: FA/YSDN 3005 3.0 or FA/YSDN 3006 3.0 or permission of the Department of Design. Integrated with GS/MDES 5403 3.0.  

**Design Workshop**  
FA/YSDN 4004 6.0*  
Students develop a series of self-directed projects using a multi-disciplined approach in solving two-dimensional, three-dimensional and interactive digital design problems. The student proposal is adjudicated by a department committee.  
| Required course for design majors which can only be taken in their graduating year. Prerequisites: All required practicum and studies courses or permission of the Department of Design.  

**Book Design**  
FA/YSDN 4005 3.0*  
Offers an advanced level practicum course that explores the structuring of bound, print-oriented multiple-page documents. The history, anatomy and structural dynamics of the book are examined and the contemporary private and commercial press/publishing process of the printed book is investigated.  
| Prerequisite: Third- or fourth-year standing in the BDes program or permission of the Department of Design. Course credit exclusion: FA/YSDN 4001A 3.0. (2002 – 2003) Integrated with GS/MDES 5405 3.0.  

**Sustainable Design**  
FA/YSDN 4006 3.0*  
(not offered in 2019/2020)  
Explores current and emerging sustainable design principles and strategies with specific focus on graphic design practice. The social, cultural and environmental dimensions of sustainability are examined through practicum projects engaging students in systems thinking to address complex communication issues.  
| Prerequisite: Third- or fourth-year standing in the BDes program or permission of the Department of Design.  

**Corporate Identity Design**  
FA/YSDN 4007 3.0*  
Focuses on the design of a corporate identity system for an organization. The system will involve the design of graphic identifiers, typography, selected applications and supporting documents.  
| Prerequisite: Third- or fourth-year standing in the BDes program or permission of the Department of Design. Integrated with GS/MDES 5407 3.0.  

**Data Visualization Design**  
FA/YSDN 4008 3.0*  
(formerly Information Design 4)  
Explores the affordances of both print and digital media for the application of Information Design principles and methodologies introduced and developed in earlier courses. This course will take an intra-disciplinary (print, interactivity, time-based, environmental) approach to researching and developing a comprehensive presentation of a site to be determined by each section.  
| Prerequisite: FA/YSDN 3008 3.0 or FA/YSDN 3012 3.0 or permission of the Department of Design. Integrated with GS/MDES 5408 3.0.  

**Interactive Objects and Environments**  
FA/YSDN 4009 3.0  
(formerly Design in Interactive Environments)  
Introduces students to theories and practices of communication design for interactive environments. Interaction scenarios and user experience will be explored through alternative interfaces using sensors, and other inputs to control projected video, graphics, and sound.  
| Prerequisite: FA/YSDN 3009 3.0 or permission of the Department of Design. Course credit exclusion: FA/YSDN 4001C 3.0.  

**Advanced Package Design**  
FA/YSDN 4010 3.0*  
Offers a continued in-depth examination of the conceptualization and creation of effective package structures and graphics in relation to contemporary society and the realities of professional practice.  
**Design Lab**  FA/YSDN 4013 3.0  
Students function as the Department of Design’s in-house design team to create work for clients affiliated with the York University community. Under instructor supervision, students assume all project responsibilities from the design, to client meetings, to print specifications and press checks. | Prerequisite: Admission is limited to fourth-year students by portfolio review and a minimum of B+ average.

**Another Design Lab**  FA/YSDN 4014 3.0  
Students function as the Department of Design’s in-house design team to create work for clients affiliated with the York University community. Following YSDN 4013, students will take on greater design management and project supervision responsibilities in this course. | Prerequisite: Admission is limited to fourth-year students by portfolio review and a minimum of B+ average.

**Design Management**  FA/YSDN 4102 3.0*  
Examines the theories and practice of design management in contemporary organizations. Through case studies and presentations by visiting speakers, students learn to construct practical working models of management systems. Projects require students to demonstrate investigative, analytical, organizational and business-oriented communication skills. | Prerequisite: Third- or fourth-year standing in the BDes program or permission of the Department of Design. Integrated with GS/MDES 5412 3.0.

**Professional Aspects of Design**  FA/YSDN 4104 3.0*  
The areas of professional responsibility, accreditation, presentation techniques, portfolio preparation, branding and promotion will culminate in the planning and mounting of a graduation exhibition. | Required course for design major. Co-requisite: FA/YSDN 4004 6.0 or permission of the Department of Design. Course credit exclusion: FA/YSDN 3103 3.0. Note: there will be up to $250.00 of associated costs for the graduation show.

**Design Studies Seminar**  FA/YSDN 4105 3.0  
(not offered in 2019/2020)  
Explores themes in a small-class research and writing intensive seminar environment intended for students with a special interest in design studies. Students develop individual writing projects with the goal of dissemination via publication or conferences. | Prerequisite: Third- or fourth-year standing in the BDes program or permission of the Department of Design. Integrated with GS/MDES 5404 3.0.

**Building a Discipline**  FA/YSDN 4110 3.0*  
(not offered in 2019/2020)  
Examines graphic design as a number of themes. It does not use writings on graphic design for study, but rather uses primary sources to enter territories conventionally reserved for literary theory, philosophy, psychoanalysis, cultural studies and linguistics. | Course credit exclusion: FA/YSDN 3109 3.0.

**Independent Studies: Design Practicum**  FA/YSDN 4900 3.0, FA/YSDN 4900 6.0  
Offers an individualized study program for highly motivated students in their final year of study who wish to pursue specific and intensive independent practicum projects under the supervision of a faculty member on topics not available in other courses in the department. No more than one independent study course may be taken in any given year. | Prerequisites: Fourth-year standing in the BDes program, an overall major average of 7.0 (B+) and permission of the Department of Design.  
**Note:** Applications are available in the spring for the following academic session. Applications must include written support of faculty supervisor prior to submission to the Department of Design for approval. Compulsory and voluntary supplementary fees may apply.

**Independent Studies: Design Studies**  FA/YSDN 4901 3.0, FA/YSDN 4901 6.0  
Offers an individualized study program for highly motivated students in their final year of study who wish to pursue specific and intensive independent studies projects under the supervision of a faculty member on topics not available in other courses in the department. No more than one independent study course may be taken in any given year. | Prerequisites: Fourth-year standing in the BDes program, an overall major average of 7.0 (B+) and permission of the Department of Design.  
**Note:** Applications are available in the spring for the following academic session. Applications must include written support of faculty supervisor prior to submission to the Department of Design for approval. Compulsory and voluntary supplementary fees may apply.
## Typography 2
**Practicum Course, Fall Semester 3 credits**

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| Lab 02 | Thursday  | 13:30 – 17:30 | Sheridan | J 218 |
| Lab 03 | Thursday  | 13:30 – 17:30 | Sheridan | J 219 |

## Typography 3
**Practicum Course, Winter Semester 3 credits**

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| Lab 02 | Thursday  | 13:30 – 17:30 | Sheridan | J 219 |
| Lab 03 | Thursday  | 13:30 – 17:30 | Sheridan | J 223 |

## Communication Design 1
**Practicum Course, Fall Semester 3 credits**

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

## Processes and Workflows: Visual Interaction Design
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| Lab 02 | Thursday | 09:00 – 13:00 | Sheridan | J 223 |
| Lab 03 | Thursday | 13:30 – 17:30 | Sheridan | J 223 |

## Information Design Concepts and Methodologies
**Practicum Course, Winter Semester 3 credits**

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

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

## 3D Design
**Practicum Course, Fall Semester 3 credits**

### Section G
| Lab 01 | Monday  | 09:00 – 13:00 | Sheridan | J 208 |
| Lab 02 | Tuesday | 09:00 – 13:00 | Sheridan | J 208 |

**Winter Semester 3 credits**

### Section S
| Lab 01 | Monday  | 09:00 – 13:00 | Sheridan | J 208 |
| Lab 02 | Tuesday | 09:00 – 13:00 | Sheridan | J 208 |

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

- **Environmental Graphic Design**
  - Section G: Friday 09:00 – 13:00, Sheridan J 208

- **Contemporary Problems in Design**
  - Section M: Max 45
    - LECT 01: Wednesday 08:30 – 11:30, York 305 ACW

- **Design for Public Awareness**
  - Section A: Max 45
    - LECT 01: Tuesday 14:30 – 17:30, York 204 ACW

- **Image & Influence**
  - Section G: Max 45
    - LECT 01: Friday 13:30 – 16:30, Sheridan J 222

- **Design, Dissent and the Public Sphere**
  - Section M: Max 45
    - LECT 01: Wednesday 08:30 – 11:30, York 204 ACW

- **Design Placement**
  - Section M: Max 110
    - BLEN 01: Wednesday 12:30 – 14:30, York 006 ACW

- **Research in Design**
  - Section S: Max 120
    - LECT 01: Tuesday 13:30 – 16:30, Sheridan J 102

- **Type In Motion**
  - Section G: Friday 13:30 – 17:30, Sheridan J 218

- **Advanced Topics in Interactivity**
  - Section S: Friday 13:30 – 17:30, Sheridan J 218
NOTE: DB = Victor Phillip Dahdaleh Building (formerly TEL)

---

**Design Workshop**  
fa/ysdn 4004 6.0  
Practicum Course, Year 6 credits

- Section A  
  Tuesday 08:30 – 12:30  
  York DB 4034

- Section B  
  Tuesday 08:30 – 12:30  
  York DB 4031

- Section C  
  Wednesday 16:30 – 20:30  
  York DB 4028

- Section G  
  Monday 09:00 – 13:00  
  Sheridan J 218

- Section H  
  Monday 09:00 – 13:00  
  Sheridan J 223

- Section J  
  Friday 09:00 – 13:00  
  Sheridan J 219

- Section K  
  Friday 09:00 – 13:00  
  Sheridan J 223

---

**Corporate Identity Design**  
fa/ysdn 4007 3.0  
Practicum Course, Fall Semester 3 credits

- Section A  
  Wednesday 16:30 – 20:30  
  York DB 4031

- Section G  
  Friday 13:30 – 17:30  
  Sheridan J 223

Winter Semester 3 credits

- Section M  
  Wednesday 16:30 – 20:30  
  York DB 4028

- Section S  
  Friday 13:30 – 17:30  
  Sheridan J 223

---

**Data Visualization Design**  
fa/ysdn 4008 3.0  
(formerly Information Design 4)  
Practicum Course, Fall Semester 3 credits

- Section A  
  Tuesday 08:30 – 12:30  
  York DB 4028  
  (integrated with GS/MDES 5408 3.0)

---

**Interactive Objects and Environments**  
fa/ysdn 4009 3.0  
(formerly Design in Interactive Environments)  
Practicum Course, Winter Semester 3 credits

- Section M  
  Tuesday 08:30 – 12:30  
  York DB 4028

---

**Advanced Package Design**  
fa/ysdn 4010 3.0  
Practicum Course, Fall Semester 3 credits

- Section A  
  Wednesday 12:30 – 16:30  
  York DB 4034

Winter Semester 3 credits

- Section M  
  Wednesday 12:30 – 16:30  
  York DB 4034

---

**Book Design**  
fa/ysdn 4005 3.0  
Practicum Course, Fall Semester 3 credits

- Section A  
  Wednesday 12:30–16:30  
  York DB 4031  
  (integrated with GS/MDES 5405 3.0)

- Section G  
  Friday 13:30 – 17:30  
  Sheridan J 219

Winter Semester 3 credits

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

- Section S  
  Tuesday 13:30 – 17:30  
  Sheridan J 218

---

**Corporate Identity Design**  
fa/ysdn 4007 3.0  
Practicum Course, Fall Semester 3 credits

- Section A  
  Wednesday 16:30 – 20:30  
  York DB 4031

- Section G  
  Friday 13:30 – 17:30  
  Sheridan J 223

Winter Semester 3 credits

- Section M  
  Wednesday 16:30 – 20:30  
  York DB 4028

- Section S  
  Friday 13:30 – 17:30  
  Sheridan J 223

---

**Data Visualization Design**  
fa/ysdn 4008 3.0  
(formerly Information Design 4)  
Practicum Course, Fall Semester 3 credits

- Section A  
  Tuesday 08:30 – 12:30  
  York DB 4028  
  (integrated with GS/MDES 5408 3.0)

---

**Interactive Objects and Environments**  
fa/ysdn 4009 3.0  
(formerly Design in Interactive Environments)  
Practicum Course, Winter Semester 3 credits

- Section M  
  Tuesday 08:30 – 12:30  
  York DB 4028

---

**Advanced Package Design**  
fa/ysdn 4010 3.0  
Practicum Course, Fall Semester 3 credits

- Section A  
  Wednesday 12:30 – 16:30  
  York DB 4034

Winter Semester 3 credits

- Section M  
  Wednesday 12:30 – 16:30  
  York DB 4034

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| Design Management                          | fa/ysdn 4102 3.0 | 3       | Winter   | A       | 45   | Monday     | 09:00 – 12:00 | Sheridan | J 222
| Professional Aspects of Design             | fa/ysdn 4104 3.0 | 3       | Year     | G       | 10   | Monday     | 13:30 – 16:30 | Sheridan | J 102
| Another Design Lab                         | fa/ysdn 4014 3.0 | 3       | Winter   | S       | 10   | Friday     | 12:30 – 16:30 | York     | DB 4028
| Design Lab                                 | fa/ysdn 4013 3.0 | 3       | Year     | G       | 10   | Monday     | 16:30 – 18:00 | Sheridan | J 208

NOTE: DB = Victor Phillip Dahdaleh Building (formerly TEL)
### Program Timetable Planner

**Fall 2019**

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
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<td><strong>York</strong></td>
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<td><strong>York</strong></td>
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<tr>
<td>Art in the City</td>
<td>Art in the City</td>
<td>Art in the City</td>
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<td>Blended</td>
<td>Blended</td>
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<tr>
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<td>FA/ARTH 1900 3.0 (A)</td>
<td>FA/ARTH 1900 3.0 (A)</td>
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<tr>
<td>Communication Design 2</td>
<td>Communication Design 1</td>
<td>Making Interactive New Media Art</td>
</tr>
<tr>
<td>FA/YSDN 3004 3.0 (A)</td>
<td>FA/YSDN 2004 3.0 (G: Lab 01)</td>
<td>Lecture plus labs (W, R)</td>
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<tr>
<td>User Centred Design: Prototyping and Usability</td>
<td>Design Workshop</td>
<td>FA/DATT 1939 3.0 (A)</td>
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<td>(formerly Design &amp; Systems)</td>
<td>FA/YSDN 4004 6.0 (A)</td>
<td>(A: Lect 01)</td>
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<tr>
<td>Package Design</td>
<td>Design Workshop</td>
<td>(A: Tut 01)</td>
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<tr>
<td>FA/YSDN 3010 3.0 (A)</td>
<td>Data Visualization Design</td>
<td>(A: Tut 02)</td>
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### Art in the City
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- FA/ARTH 1900 3.0 (A)

### Communication Design 2
- **FA/YSDN 3004 3.0 (A)**

### User Centred Design: Prototyping and Usability
- (formerly Design & Systems)
- **FA/YSDN 3005 3.0 (A)**

### Package Design
- **FA/YSDN 3010 3.0 (A)**

### Typeface Design
- **FA/YSDN 3003 3.0 (A)**

### 3D Design
- **FA/YSDN 2010 3.0 (G: Lab 01)**

### Design Workshop
- **FA/YSDN 4004 6.0 (A)**

### Design Workshop
- **FA/YSDN 4004 6.0 (B)**

### Processes and Workflows: Visual Interaction Design
- (formerly Interactive Design 2)
- **FA/YSDN 2005 3.0 (G: Lab 01)**

### Advanced Models and Speculative Interfaces: Visual Interaction Design
- (formerly Interactive Design 3)
- **FA/YSDN 3006 3.0 (G)**

### Time-based Communication
- **FA/YSDN 3009 3.0 (G)**

### Professional Aspects of Design
- Lecture
- **FA/YSDN 4104 3.0 (G)**
- (Meets every second week: Max 110)

### Design for Public Awareness
- Lecture
- **FA/YSDN 3104 3.0 (A) Max 45**

### Communication Design
- **FA/YSDN 2004 3.0 (G: Lab 01)**
- **FA/YSDN 4004 6.0 (A)**
- **FA/YSDN 4005 3.0 (A)**
- **FA/YSDN 4008 3.0 (A)**
- **FA/YSDN 4010 3.0 (A)**
- **FA/YSDN 3011 3.0 (A)**
- **FA/YSDN 4007 3.0 (A)**
- **FA/YSDN 4004 6.0 (C)**

### Information Narratives and Sequences
- (formerly Information Design 2)
- **FA/YSDN 3008 3.0 (G)**

### Editorial Design
- **FA/YSDN 3011 3.0 (G)**

### Book Design
- **FA/YSDN 4005 3.0 (A)**

### Advanced Package Design
- **FA/YSDN 4010 3.0 (A)**

### Corporate Identity Design
- **Blended**
- **FA/YSDN 4007 3.0 (A)**

### Design Workshop
- **FA/YSDN 4004 6.0 (C)**

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York / Sheridan Program in Design
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| **Sheridan** | **Sheridan** |
| **York** | **Sheridan** |
| **York** | **York** |
| **Sheridan** | **Sheridan** |
| **York** | **Sheridan** |
| **York** | **Sheridan** |
| **York** | **Sheridan** |

(A) Letter in parentheses indicates course section
### Winter 2020 Program Timetable Planner

#### Monday

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<td>FA/YSDN 4604 6.0 (S)</td>
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#### Tuesday

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<tr>
<td>Communication Design 2</td>
<td>Design Workshop</td>
</tr>
<tr>
<td>FA/YSDN 3004 3.0 (S)</td>
<td>FA/YSDN 4604 6.0 (S)</td>
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<td>Design Workshop</td>
<td>User Centred Design: Prototyping and Usability</td>
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<tr>
<td>FA/YSDN 4604 6.0 (S)</td>
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<tr>
<td>Design Workshop</td>
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<tr>
<td>FA/YSDN 4004 6.0 (B)</td>
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<tr>
<td>Interactive Objects and Environments</td>
<td>History and Development of Typography</td>
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<tr>
<td>(formerly Design in Interactive Environments)</td>
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<tr>
<td>FA/YSDN 4009 3.0 (M)</td>
<td>Max 40</td>
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#### Wednesday

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<tr>
<th>York</th>
<th>Sheridan</th>
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<tbody>
<tr>
<td><strong>Morn.</strong></td>
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<td>Contemporary Problems in Design</td>
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<td>FA/YSDN 3102 3.0 (M)</td>
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<td>Information Mapping and Networks</td>
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<tr>
<td>FA/YSDN 3002 3.0 (S)</td>
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<tr>
<td>Materials &amp; Methods</td>
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<td>Design Placement</td>
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<td><strong>Eve.</strong></td>
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<td>Advanced Package Design</td>
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<tr>
<td>FA/YSDN 4010 3.0 (M)</td>
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<tr>
<td>Dance, Film &amp; Culture</td>
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<td>Design Workshop</td>
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<td>FA/YSDN 4004 6.0 (S)</td>
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<td>Corporate Identity Design</td>
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<tr>
<td>FA/YSDN 4007 3.0 (M)</td>
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<td>Thursday</td>
<td>Friday</td>
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<td><strong>York</strong></td>
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<td><strong>Typography 3</strong></td>
<td><strong>Typography 3</strong></td>
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<td>FA/YSDN 2007 3.0 (M: Lab 01)</td>
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<td><strong>Typography 3</strong></td>
<td><strong>Information Design Concepts and Methodologies</strong></td>
</tr>
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<td>FA/YSDN 2007 3.0 (M: Lab 02)</td>
<td>FA/YSDN 2008 3.0 (S: Lab 01)</td>
</tr>
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<td><strong>Information Design Concepts and Methodologies</strong></td>
<td><strong>Information Design Concepts and Methodologies</strong></td>
</tr>
<tr>
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<td>(formerly Information Design 1)</td>
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<tr>
<td>FA/YSDN 2008 3.0 (M: Lab 02)</td>
<td>FA/YSDN 2008 3.0 (S: Lab 02)</td>
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<td><strong>Dance, Film &amp; Culture</strong></td>
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<td><strong>Time-based Communication 2</strong></td>
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<td>FA/MU/ISI 1900 3.0 (M)</td>
<td>FA/YSDN 3013 3.0 (W)</td>
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<td><strong>Information Design Concepts and Methodologies</strong></td>
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<td>(formerly Information Design 1)</td>
<td>(formerly Information Design 1)</td>
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<td>FA/YSDN 2008 3.0 (M: Lab 02)</td>
<td>FA/YSDN 2008 3.0 (S: Lab 03)</td>
</tr>
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<td><strong>Music in the City</strong></td>
<td><strong>Another Design Lab</strong></td>
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<td>FA/MU/ISI 1900 3.0 (M)</td>
<td>FA/YSDN 4014 3.0 (M) Max 10</td>
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<td><strong>Information Design Concepts and Methodologies</strong></td>
<td><strong>Type in Motion</strong></td>
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<tr>
<td>(formerly Information Design 1)</td>
<td>FA/YSDN 4002 3.0 (S)</td>
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<td><strong>Typeface Design</strong></td>
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<td><strong>Typeface Design</strong></td>
<td><strong>Advanced Topics in Interactivity</strong></td>
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<td><strong>Time-based Communication 2</strong></td>
<td>FA/YSDN 4003 3.0 (S)</td>
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<td><strong>Another Design Lab</strong></td>
<td><strong>Corporate Identity Design</strong></td>
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<td>FA/YSDN 4014 3.0 (M: Lab 03)</td>
<td>FA/YSDN 4007 3.0 (S)</td>
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</table>

(A) Letter in parentheses indicates course section
Supplementary Fees

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

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

Voluntary Supplementary Fees

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

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

Payment of Fees

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

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

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

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

Compulsory Supplementary Fees (Associated Course Fees)

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

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

Administration

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

Materials

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

Access

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

Compulsory Supplementary Fees by Course Number

Academic Year 2019/2020

<table>
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<tr>
<th>Course Number</th>
<th>Credits</th>
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<tr>
<td>FAYSDN 3106</td>
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</tbody>
</table>

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

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General Information

York University

York University
WEB REGISTRATION AND ENROLLMENT SYSTEM
ON-LINE INFORMATION:
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; Phone: 416 736 5800 or Email: accounts@yorku.ca

Registrarial Services
Bennett Centre for Student Services, 99 Ian Macdonald Blvd, Toronto, Ontario M3J 1P3 Canada 416 872 9675
Website: https://currentstudents.yorku.ca/registrarial-services

Office of Student Financial Services
Bennett Centre for Student Services, 99 Ian Macdonald Blvd, Toronto, Ontario M3J 1P3 Canada 416 872 9675 www.sfs.yorku.ca
All front-line services regarding osap, student accounts and scholarships are provided through Registrarial Services in the Bennett Centre for Student Services, and the majority of your inquiries can be handled there.

Note: All YSDN students must apply for osap through Sheridan College only.

Sheridan College

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

Sheridan Student Services Centre
Trafalgar Road Campus, Room B104
Hours: Monday – Friday 08:00 – 17:00
Phone: 905 845 9430, 92557
Email: askanadvisor@sheridancollege.ca
Website: studentservices.sheridancollege.ca

Sheridan Financial Aid Office (for OSAP only)
Trafalgar Road Campus, Room D100
Hours: Monday – Friday 08:00 – 16:30
Phone: 905 815 4040
Fax: 905 815 4083
Email: fin.aid@sheridancollege.ca

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

Important Contacts

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

Sheridan College
Phone: 905 845 9430
Recruitment Tours: X2075
Library: X2482
Housing off-campus: places4students.com
Residence: X7300
Student Services Centre: X2557

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

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

Sheridan Campus Security Services
Trafalgar Road Campus, First floor of B-Wing (across from the bookstore)
Phone: X4044 or 905 815 4044
Website: www.sheridancollege.ca/life-at-sheridan/campus-services/security.aspx
To arrange for a safe escort (Safe Walk program): 905 845 9430, x4044 or 905 815 4044

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

Yu-Card
The Yu-Card is York University’s official integrated photo ID and debit card. While you are a student at York, the Yu-Card will be your key to important services such as the library and the meal plan. Starting in 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 at [www.yorku.ca/yucard/](http://www.yorku.ca/yucard/).

**Sheridan OneCard**

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

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

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

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

**Enrolment Process**

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

**Paying Your Deposit** (for undergraduate students new to York University)

Note: Effective the Summer 2015 session, continuing York students will no longer be required to pay a registration deposit when enrolling in courses. A registration deposit is required of all new students to York University in order to confirm their registration. ([sfs.yorku.ca/fees/deposit](http://sfs.yorku.ca/fees/deposit))

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

**Advising Process for Enrolment**

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

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

**Passport York**

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

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

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

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

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

**Access Sheridan**

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

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

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

Osap Assistance for YSDN Students (Important*)

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

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

Ontario Student Assistance Program (Osap)

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

Check the osap website at http://osap.gov.on.ca to:
- Apply for osap loans directly on-line;
- Check the status of your osap application;
- Change your mailing address on your osap record.

Scholarships, Awards and Bursaries

Scholarships & Awards

A number of scholarships and awards are available to students. Scholarships are awarded to students who demonstrate outstanding academic achievement and may be partially based on financial need. For a complete listing of York University scholarships and awards and the Student Financial Profile (SFP), please see the website at sfs.yorku.ca/scholarships.

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

Bursaries

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

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

Income Tax Forms

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

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

YFS Student Health Plan

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

Opting Out of the Plan

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

Phone: 416 736 2100 ext. 58066
Email: healthplan@yfs.ca

Winters College at York University

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

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

Phone: 416 650 8199
Website: 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
Phone: 416 736 5177
Email: yiinfo@yorku.ca
Website: international.yorku.ca

Sheridan College
Sheridan College
1430 Trafalgar Road
Room B360
Oakville, Ontario L6H 2L1 Canada
Phone: 905 845 9430 x2498
Email: international@sheridancollege.ca
Website: https://www.sheridancollege.ca/admissions/international-centre

Exchange Programs

For information on exchange programs contact York International.
Phone: 416 736 5177
Email: yiinfo@yorku.ca

Parking

York and Sheridan permits
All York/Sheridan Program in Design students may purchase one York/Sheridan Parking Decal that will allow them to park on both campuses. This permit is issued by the Parking Office at York University. Further information and applications are available from the Parking Office, Suite 222, William Small Centre, 155 Campus Walk, York University.
Phone: 416 736 5335. Please specify that you are a York/Sheridan Program in Design student.
Website: www.yorku.ca/parking

Class Cancellations Due to Weather

York University: 416 736 5600 or check for updates on the Campus Weather Advisory on webapps.yorku.ca/weather
Sheridan College: 905 845 9430 x33299 for all class cancellations or check sheridancollege.ca.

Resources and Facilities

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

York University
Support Services: redzone.scld.yorku.ca
Have questions and don't know where to start?
RED Zone at the Student Community & Leadership Development Kiosk in the Centre of Vari Hall
Mon-Fri, 10:00-16:00
Email: redzone@yorku.ca

Sheridan College
Support Services: studentservices.sheridancollege.ca
Have questions and don't know where to start?
Student Services Centre, Trafalgar Road Campus, Room 8104
Mon-Fri, 08:00-17:00
Email: askanadvisor@sheridancollege.ca

Counselling & Accessibility Services

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

York Campus
Student Accessibility Services:
Website: yorku.ca/accessibility-services
Incoming students with general inquiries can contact Student Accessibility Services at 416 736 5755
Email: sasinfo@yorku.ca

Student Counselling & Development:
Website: counselling.students.yorku.ca
Bennett Centre for Student Services N110
Phone: 416 736 5297
Student Responsibilities

Sheridan Campus
Accessible Learning Services:
Trafalgar Campus, Room B104
Phone: 905 845 9430 x2530

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

Note: Students in need of these services should register at both York and Sheridan as early as possible to ensure that appropriate academic accommodation can be provided. Information can be shared between the two offices to help students access the services they need in a timely manner at both campuses. It is the responsibility of the student to discuss the accommodation(s) required with the course director at the beginning of the term.

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

York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. Should any of the sessional and/or course-related dates pose such a conflict for you, contact the Course Director within the first two weeks of class. Similarly, should lab, practica, workshop, etc., assignments scheduled later in the term pose such a conflict, contact the Course Director immediately.

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

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

York: [http://secretariat-policies.info.yorku.ca/](http://secretariat-policies.info.yorku.ca/)
Sheridan: [policy.sheridanc.on.ca](policy.sheridanc.on.ca)

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

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

York: [oscr.students.yorku.ca](oscr.students.yorku.ca)

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

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

Further information is available at: [futurestudents.yorku.ca/requirements/visiting](futurestudents.yorku.ca/requirements/visiting).
Special Learning Accommodations/Preferences
Students who require special accommodations for learning course content and/or completing course work are encouraged to self-identify within a reasonable time frame and should work closely with the Course Director to develop processes to improve the course experience.

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

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

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

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

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

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

SPARK - Student Papers and Academic Research Kit
The purpose of this site is to help students understand academic integrity. Information available at: www.yorku.ca/spark/academic_integrity

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

The Learning Skills Program
This program offers group workshops and individual counselling on the topics of reading, note taking, time management and preparing for exams.
Website: lss.info.yorku.ca

The Writing Centre
This centre offers practical instruction in all aspects of academic writing. Specialized tutors are also available to work with ESL students, and students who have disabilities affecting language learning and language skills.
Website: writing-centre.writ.laps.yorku.ca/
Room: 5311 Ross
Phone: 416 736 5134
Email: lapswrit@yorku.ca

Note: For English tutoring at Sheridan, please visit the Learning Centre in the Library in the C-Wing or call 905-845-9430, x2482.
Website: https://www.sheridancollege.ca/life-at-sheridan/student-services/tutoring

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

**Sheridan Campus**
1430 Trafalgar Road, Oakville

There are two entrances to the campus from Trafalgar Road.

GO trains run from Union Station, Toronto and connect to local transit buses from Oakville GO station to the College. Departure times for the local Oakville transit is typically synchronized with train arrivals.

For information about the No. 46 Express GO bus please visit [www.gotransit.com](http://www.gotransit.com).

For more information on how to get to the Trafalgar campus visit [www.sheridancollege.ca/about/campus-locations/trafalgar.aspx](http://www.sheridancollege.ca/about/campus-locations/trafalgar.aspx).

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**York Campus**
4700 Keele Street, Toronto

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

To obtain your GO Transit Student Identification card and be eligible for student fares, please visit [http://gocard.yorku.ca/](http://gocard.yorku.ca/).

Information about Student discounted fares can be found at [www.gotransit.com](http://www.gotransit.com).

The Express GO bus does not normally run during the summer months. Please contact GO Transit for up-to-date bus and train schedules and fare information at [www.gotransit.com](http://www.gotransit.com).

Visit [https://transportation.info.yorku.ca/faqs/](https://transportation.info.yorku.ca/faqs/) for information on public transit services to and from York University.
York and Sheridan design professors have received their education from leading design schools around the world. All are recognized as designers, researchers and/or published scholars.

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

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

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

SANDRA GABRIELE sandrag@yorku.ca
Associate Professor, and Director of Graduate Program in Design Department of Design, York University
| University of Alberta, School of Design (Schule für Gestaltung) Basel, Ontario College of Art
Sandra Gabriele is a graduate of the Ontario College of Art, Toronto, the School of Design, Basel and holds an MDes in Visual Communication Design from the University of Alberta. She is currently completing a MASc in Human Computer Interaction at Carleton University in Ottawa.

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

DAVID GELB dgelb@yorku.ca
Associate Professor, Department of Design, York University
| MEd University of Toronto, BFA University of Guelph
David Gelb’s research is focused on both design and education. His work explores the potential of technology-enhanced learning and interactive design education within a graphic design context. He continues to present his scholarly work on collaborative technologies and participatory learning at international design conferences and workshops. His practice includes information architecture, user-centered research methods and mobile interface design. He has created a variety of professional and creative projects, including mobile applications, social media strategies and interactive installations. His current teaching includes a range of interactive design and time-based communication courses at the undergraduate and graduate level.
Jan Hadlaw is a historian of design and media. Her research focuses on design and everyday life, especially the design of 20th century technologies, their representation in popular culture, and their roles in advancing modern conceptions of time, space, and identity. Her book *Communicating Modernity: Design, Representation, and the Making of the American Telephone* (University of Pittsburgh Press, forthcoming) is a cultural and business history that examines how the telephone was conceived, promoted, and integrated into modern imaginaries and practices of everyday life. She is a co-editor of *Theories of the Mobile Internet: Materialities and Imaginaries* (New York: Routledge, 2014) and has published articles in such journals as *Design Issues, Space & Culture, Technology & Culture, Material Culture Review*, and *Objet et Communication*. Her recent publications include: “Design Nationalism, Technological Pragmatism, and the Performance of Canadian-ness: The Case of the Contempra Telephone” Journal of Design History (forthcoming); “The Modern American Telephone as a Contested Technological Thing,” in Atzmon and Boradkar (eds.), *Encountering Things: Design and Thing Theory* (Bloomsbury, 2017); and “Mysteries of the New Phone Explained: Introducing Dial Telephones and Automatic Service to Bell Canada Subscribers in the 1920s,” in Imhotep-Jones and Adcock (eds.), *Made Modern: Science and Technology in Canadian History* (UBC Press, 2018). Dr. Hadlaw is the member of executive committee of the International Committee on the History of Technology (ICHOTEC), and sits on the editorial board of ICON: *International Journal of the History of Technology*.

Professor Hadlaw has over seventeen years of professional experience as a designer and has worked with a diverse range of clients including Alcan, the National Film Board, Les Grands Ballets Canadiens, and independent galleries and artists across Canada. In addition to being a member of the Design Department, she holds appointments in York University’s Graduate Programs of Communications & Culture, Science & Technology Studies, Interdisciplinary Studies, and Art History & Visual Culture.

Angela Iarocci is a designer, writer, teacher, and consultant. She is the founder and creative director of Iarocci Design, a multidisciplinary design firm based in Leamington, Canada. She has a deep understanding of the role of design in society and has worked with a wide range of clients, from small businesses to large corporations, in a variety of industries. Her work has been featured in numerous publications and she has given lectures on design and innovation at universities and conferences around the world. She is also the author of *Making Visible: A Visual Communication Workbook* (McFarland & Company, 2017).

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

Angela Norwood is the winner of the 2016 Canadian Graphic Designers Association (CGDA) National Design Award. She is an Associate Professor and Coordinator at Sheridan College in the Faculty of Animation, Arts and Design. She received her Bachelor of Industrial Design from Carleton University and her Master of Design from the University of Toronto. Her research interests include information design, environmental design and architectural design. She has been awarded several grants and commissions and her work has been exhibited and published internationally.
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 featuring 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 Master 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 has established an international reputation as an expert in Chinese graphic design history and Chinese comic art history. She is the author of Hong Kong Comics: A History of Manhua, published by Princeton Architectural Press, four books for Chinese readers, and numerous articles in academic and trade journals. She served as Chair of the Department of Design, Faculty of Fine Arts from 2006 to 2009, and as Associate Director of the York Centre for Asian Research from 2005 to 2009 at York University in Toronto, Canada. Dr. Wong was a visiting scholar at Harvard University from 1999 to 2000 and the 2000 Lubalin Curatorial Fellow at the Cooper Union School of Art, New York, USA. In 2009 and 2010, she was a visiting research fellow at the Department of Design History, Royal College of Art, and she served as a scholar-in-residence at the Kyoto International Manga Museum. Dr. Wong was invited as the keynote speaker at the Women's Manga Research Project and Hong Kong Arts Centre Joint International Symposium, held at the Comix Home Base of the Hong Kong Arts Centre in March 2014. Because of her expertise in Chinese graphic design history, she was invited as a contributor to The Phaidon Archive of Graphic Design, published in 2012. She is a contributor to the Bloomsbury Encyclopedia of Design published in December 2015. She also acts as a contributor and a regional editor of the Greater China region for the Encyclopedia of Asian Design to be published by Bloomsbury Publishing. In addition, Dr. Wong has served as an Editorial Board member of the Journal of Design History since 2012.
Program Policy

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

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

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

Attendance and Lateness
Regular and punctual attendance is required professional behaviour in industry and therefore in this program. Attendance will be taken at the beginning of each class. Students are responsible for letting faculty know ahead of time if they are going to be late for class, or not attending.

Being late twice equals one absence. Lateness of more than thirty minutes equals one absence. If a student is absent from four classes during the term, a grade of “F” will be given for the course. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the course instructor but will require supporting documentation (e.g. a doctor’s letter).

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

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

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

Spray Mounting and Cutting
No spray mounting allowed. All cutting must be done on designated cutting tables or on cutting mats.

Computer Facilities
Computer facilities are also classrooms. During normal class hours, if you are not scheduled in a computer lab, you should not be there.

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

Additional Costs
Students should expect additional material and production costs. The total amount will depend on specific course requirements. There is a $250 cost for participation in the final year Graduation Show.

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

Collection of Assignments
All assignments must be given to the course instructor without exception. Therefore, the Department office nor the faad office at Sheridan cannot receive any assignments.

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

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

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

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

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

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade Point</th>
<th>Percentage Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>9</td>
<td>90–100%</td>
<td>Rare and exceptional work. Thorough knowledge of concepts and techniques and exceptional skill and/or great originality in the use of those concepts/techniques in satisfying the requirements of an assignment/course.</td>
</tr>
<tr>
<td>A</td>
<td>8</td>
<td>80–89%</td>
<td>Excellent work. Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality.</td>
</tr>
<tr>
<td>B+</td>
<td>7</td>
<td>75–79%</td>
<td>Very good work. Thorough knowledge of concepts and techniques together with a fairly high degree of skill and/or some elements of originality.</td>
</tr>
<tr>
<td>B</td>
<td>6</td>
<td>70–74%</td>
<td>Good work. Good level knowledge of concepts and techniques together with considerable skill.</td>
</tr>
<tr>
<td>C+</td>
<td>5</td>
<td>65–69%</td>
<td>Competent work. Acceptable level of knowledge of concepts and techniques together with considerable skill representing the student’s competence to continue and the department’s wish to have the student continue.</td>
</tr>
<tr>
<td>C</td>
<td>4</td>
<td>60–64%</td>
<td>Fairly competent work. Acceptable level of knowledge of concepts and techniques together with some skill.</td>
</tr>
<tr>
<td>D+</td>
<td>3</td>
<td>55–59%</td>
<td>Passing work. Slightly better than minimal knowledge of required concepts and techniques together with limited skill.</td>
</tr>
<tr>
<td>D</td>
<td>2</td>
<td>50–54%</td>
<td>Poor work. Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.</td>
</tr>
<tr>
<td>E</td>
<td>1</td>
<td>31–49%</td>
<td>Very poor work.</td>
</tr>
<tr>
<td>F</td>
<td>0</td>
<td>0–30%</td>
<td>Inadequate work.</td>
</tr>
</tbody>
</table>

All courses taken at York, including failures, are included in grade point average calculations. To calculate your Grade Point Average please visit: [http://ampd.yorku.ca/current-students/academic-resources/gpa-calculator/](http://ampd.yorku.ca/current-students/academic-resources/gpa-calculator/).
The material contained in this publication has been submitted by the administrative departments and academic units concerned. All general information and course references have been checked for accuracy as far as possible. If errors or inconsistencies do occur, please bring these to the attention of the responsible department.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

York University and Sheridan College are smoke-free institutions.
Important Dates

**Fall/Winter 2019-2020**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 4</td>
<td>Fall Classes Start</td>
</tr>
<tr>
<td>Oct. 12 – 18</td>
<td>Fall Reading Week</td>
</tr>
<tr>
<td>December 3</td>
<td>Fall Classes End</td>
</tr>
<tr>
<td>December 5</td>
<td>Fall Exams Start</td>
</tr>
<tr>
<td>December 20</td>
<td>Fall Exams End</td>
</tr>
<tr>
<td>January 6</td>
<td>Winter Classes Start (Resume)</td>
</tr>
<tr>
<td>February 15– 21</td>
<td>Winter Reading Week</td>
</tr>
<tr>
<td>April 5</td>
<td>Winter Classes End</td>
</tr>
<tr>
<td>April 7</td>
<td>Winter Exams Start</td>
</tr>
<tr>
<td>April 25</td>
<td>Winter Exams End</td>
</tr>
</tbody>
</table>

**Schedule of Fall/Winter Holidays and School Closures**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2</td>
<td>Labour Day</td>
</tr>
<tr>
<td>October 14</td>
<td>Thanksgiving</td>
</tr>
<tr>
<td>Dec 23 - Jan 2</td>
<td>Winter Break</td>
</tr>
<tr>
<td>February 17</td>
<td>Family Day</td>
</tr>
<tr>
<td>April 10</td>
<td>Good Friday</td>
</tr>
</tbody>
</table>

**Add and Drop Deadline Information**

- Last date to enrol without permission of course instructor:
  - September 17: Fall and Year
  - January 19: Winter

- Last date to enrol with permission of course instructor:
  - October 1: Fall
  - October 22: Year
  - February 3: Winter

- Last date to drop courses without receiving a grade:
  - November 8: Fall
  - February 3: Year
  - March 13: Winter

*Cover design by Kha Van Tran*

This cover is an artistic rendition of the routes and flows across the landscape of YSDN. The commute route between York University and Sheridan is a defining feature of the program and is highlighted in the cover. Students are found across the landscape of YSDN, at different sizes and orientations as we all come from different backgrounds and take different routes in our years of education. The cover is reminiscent of circuitry and fantasy UI as we move closer to a digital reality.

*Published digitally in an interactive PDF format.*

*Photographs courtesy of Kha Van Tran and Angela Iarocci.*