**Contact Information**

Weekly notifications and updates are emailed to the class. I also accept correspondence through email anytime. I will field questions from students as soon as possible. To keep in touch, please make sure I have an email address that you will check regularly. Emails are confidential and only used for class purposes or in the case of an emergency. It is your responsibility to check your email regularly and keep on top of the course.

| Projects | Due | % of mark |
|---|---|---|
| Stencil Project | Wk 2 - Jan 15, 2019 (am)* | |
| Composition Project | Wk 3 - Jan 22, 2019 (pm)* | |
| Pattern of Life | Wk 5 - Feb 5, 2019 (am) | |
| Type Contrast+Composition Project | Wk 5 - Feb 5, 2019 (pm)* | |
| Make Shift | Wk 6 - Feb 12, 2019 (am) | averaged out |
| Typography Test | Wk 7 - Feb 26, 2019 (am) | altogether |
| Post Card Project | Wk 7 - Feb 26, 2019 (pm) | worth 65% |
| Calendar Project initial meeting | Wk 8 - Mar 5, 2019 (am) | |
| Calendar Project | Wk 9 - Mar 12, 2019(pm) | |
| The New Me | Wk 11 - Mar 26, 2019 (pm)* | |

**End of Year Final Project**

| | | |
|---|---|---|
| Diagramming Myself | Wk 12 - Apr 2, 2019 (am/pm) | 20% |

| | | |
|---|---|---|
| **PARTICIPATION** | | 15% |

*In class Projects. Due dates and order of assignments may change with class consent.*

**NOTE 1:** Software introductions are very important, especially if you are unfamiliar with the Mac environment and the Creative Cloud (CC). Please note these software introduction dates and plan to attend:
Adobe Illustrator ▸ Jan 15, 2019
Adobe InDesign ▸ Feb 12, 2019
Adobe Photoshop ▸ Mar 12, 2019

**NOTE 2:** *Project Project 9* is the annual showcase of AAH first and second year student work that is presented in The Gallery in A wing of Sheridan's Trafalgar campus. I may be selecting some of your projects during the year to be in this show. Project Project 9 runs from Friday, March 15, 2019 to Sunday, March 31, 2019. The opening for the show is 5pm on Tuesday, March 19, 2019 in The Gallery.
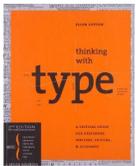
### Recommended Text Books
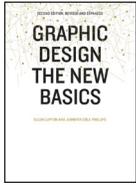
*Graphic Design The New Basics, 2nd Ed. ($33.31)*
Ellen Lupton and Jennifer Cole Phillips
Princeton Architectural Press, 2015

A great primer on all things to do with design. Covers topics like scale, colour, hierarchy in a fun, easy-to-read up-to-date way. This inexpensive purchase is highly recommended.

*Thinking With Type:*
*A Critical Guide for Designers, Writers, Editors and Students, 2nd Ed. ($17.52)*
Ellen Lupton
Princeton Architectural Press, 2010

Same authour as above. Same easy-to-read introduction to the land of typography. Anyone interested in typography in any way will not be sorry they bought this book.

### Recommended Reading/Purchases

*Cutting-Edge: Patterns and Textures ($24.54)*
Estel Vilaseca
maomao publications, 2007

A book of Patterns and mind-blowing textures. Just picture after picture. Great resource for colour combinations, ideas, anything. Comes with a CD of royalty-free and copywritten patterns/images! Cheap!
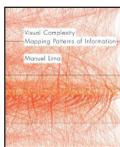
*Visual Complexity,*
*Mapping Patterns of Information ($26)*
Manuel Lima
Princeton Architectural Press, 2011

A companion piece to *Data Flow 2,* with a lot more pictures and less copy. Great book, visually arresting filled with lots of ideas.

*Data Flow 2 ($48.75)*
Visualizing Information in Graphic Design
Gestalten, 2010

Essential reading for the end-of-the-year project. Lots of different information graphics in a lot of different media. Beautiful and thought provoking.
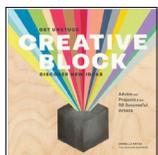
*Creative Block: Get Unstuck, Discover New Ideas.*
*Advice and Projects from 50 Successful Artists.*
*($30.00)*
Danielle Krysa
Chronicle Books, USA, 2014

Just like the title suggests... this book is full of images and ideas about how to get out of creative and/or design block. A super fun read.

*Beauty  ($50)*
Stefan Sagmeister & Jessica Walsh
Phaidon, 2018

Acclaimed designers Sagmeister & Walsh explore the essence of beauty and the transformative power of beautiful design in this stunningly beautiful book.

**Course Description**

This course addresses an applied investigation of design thinking, theories, techniques and tools. Assignments reflect the actual structure of the design process, from conceptual creative development, through sketches, roughs and reviews, to final presentation. A broad range of design issues will be studied through a variety of approaches and media. This course will introduce the Adobe Creative Cloud (CC) including InDesign, Illustrator and Photoshop as well as Content Management Systems (CMS). This is not a software course but students will get familiarized with CC etc. enough to complete their projects.

**Course Objectives**

Through diverse assignments students are encouraged to explore their individual expression. Students will learn about the design process and how it works best for them. Communication will be stressed as the key to successful design strategies, through interactive studio-based projects, presentations, projects and videos. We will develop communication tools for all stages of the design process by exploring different visual strategies (ie. sketches, maquettes and prototypes, research, computer technology). Students will be introduced to the design terminology and principles they will need to pursue further studies in graphic design, digital media, art, curatorial practice and other cultural pursuits.

**Course Structure**

Projects will vary in approach and scale, completed individually or in design-teams. Some projects will be in-class while others will span variable lengths of time. The semester is busy and the twelve weeks go fast so it is very important to keep up with the assignments. There will be 6 term assignments, one written test and a final project.

Classes will occur in the computer lab. Students will be told each week what to bring to next class and when their projects are due. It is adviseable to work on your projects when given in-class work time. Use this time efficiently to figure out any problems you might have and to questions of either myself or the studion technician.

Students are required to attend class, punctually, take notes, read assigned materials, undertake all essential research, participate in class discussions/critiques and hand assignments in on time. Critiques are an important part of the learning process so it is highly advised to attend all class critiques, not just your own. Attendance in class is mandatory.

**Classroom Requirements**

Classrooms are equipped with desktop Macs for each student. Some students prefer to work on their own laptop. Any of the currently available Macbook Pro laptops would do the job. We suggest that students consider using the same platform as the labs to simplify working with their projects in both environments. Most students find it practical to keep a 32 GB USB key handy for transporting classwork back home or on to their own computer, or a larger hard drive for working on video projects. Students should purchase the AppleCare Extended Warranty if they purchase a Mac laptop to ensure that their computer remains in good working order throughout their studies. Please remember that any fonts used in projects may substitute on Sheridan desktop computers.

Students should also purchase a sketch book to be used throughout the year for ideas, notes, things to remember and things of interest. Some students find it helpful to take notes for others during critiques.

**Student Equipment**

Students will also need a Username and Password to log on to the computers in class. Anyone who doesn't already have a Sheridan username and password should go tot the ITSC counter in Learning Commons in Cwing.

All Art and Art History students can sign out video cameras from John McCartney in AS. There are many off campus places to get colour digital output should you need it as well as Grenville Inplex located near Tim Hortons in Bwing. Many offer Sheridan Student discounts, so ask. You will need a cutting mat, a cutting knife, glue sticks, metal ruler etc. depending on your mock-up needs.

J310 is available for all AAH students as a dedicated printing room with colour calibrated monitors. Printing is paid for by the sqaure foot. You should have access to J310 with your access key. Please contact Julie Pasila ▸ julie.pasila@sheridancollege.ca if you have any questions.

## Adobe Software

Students studying at Sheridan in Art and Art History have free access to Adobe's Creative Cloud software collection (including Photoshop, Illustrator, Premiere, After Effects, and many other software applications) from the time they activate their subscription to the Creative Cloud software at the start of their first term at Sheridan through to their graduation. Students can install the 'Adobe Creative Cloud Menu' application and enter their Sheridan-assigned e-mail address at the sign-in screen. They will be re-directed to a standard Sheridan sign-in screen; once authenticated, CC is activated and ready for use. The individual applications can then be easily installed by clicking the 'Install' button next to their name in the CC Menu. The technologists in C153 are happy to assist with the installation process. Please note that once you graduate from Sheridan, your free access to Adobe's Creative Cloud applications will end.

Additionally, Art and Art History students can get preferred pricing on Apple computers, laptops and other devices from this site: https://it.sheridanc.on.ca/aoc/

## Projects

Each assignment will have it's own brief (oral and/or written). It is the responsibility of the student to read all briefs thoroughly and if anything is unclear to discuss it with the instructor.

▸ *sheridanassignments.com:* Weekly assignments, handouts and project rubrics will be available at www.sheridan-assignments.com in the Design 1 folder. I will update this folder at the end of each Design 1 class day (ie. Tuesday).
▸ *The Hand Out Folder:* The Hand Out folder on the Red server is used to disseminate project outlines, rubrics, readings, handouts, imagery or anything else you might need for the course or a particular project. *The Red Server is remote and therefore can only be accessed at Sheridan.* All Design 3 students can access the contents of the Hand Out folder.

## Handing in Assigments

Projects must be handed in as specified, that is either as hard copy, on my laptop or removable drive, or in the Hand In folder on the Sheridan Red server. Please note (again) *that the Sheridan Red server is local and as such cannot be accessed from home via the Internet.* It is only accessible at Sheridan. Projects are to be handed in to the Hand In folder only if specified and only, by the end of class that day unless instructed otherwise. If a student hands something into the Hand In folder, it is their responsibility to notify me when they do so. I will not automatically know that it is handed in.

▸ *The Hand In Folder* is located on the Red server. Click on the Red icon in the dock at the bottom of your screen or  when in Finder, under GO, select CONNECT TO SERVER, type in Red, click OK. Locate my name in the list of professors. Inside that you will find the Hand In and Hand Out folder. Drag and drop your assignments, if instructed to, into the Hand In folder. You will not be able to retrieve anything inside the folder once you have dropped it in.

## Late Work or Missed Assignments

Studio projects due throughout the term work must be submitted by the assigned date. A penalty of 10% per week of lateness up to and including work submitted on the last day of the term will be applied by the Instructor. Studio projects that are more than three weeks late will not be accepted.

## Procedures and Rules
## Missed Term Work, Tests and  Extensions

▸ Extensions or deferred tests (including the final exam) can only be granted because of dire circumstances (severe illness, death of a loved one, etc.). We cannot make allowances because of work schedules, pre-arranged holidays, and so on.

▸ Student absences must be declared on ROSI. Supporting documentation is required (e.g. U of T medical certificate, death certificate, etc.).

▸ Students who missed a test due to circumstances beyond their control (e.g. illness, or an accident), can request that the Department grant them special consideration.

All requests for make-up tests and for extended time to submit term work beyond the last day of classes, must be submitted within 48 hours from the date of the missed test or assignment. Requests must be submitted on a special form obtained from the DVS Office or www.utm.utoronto.ca/dvs and submitted to the Program Administrative Officer in the Sheridan Faculty of Animation, Arts and Design (A100) within one week from due date. If you submit medical documentation make sure it contains the statement "This student was unable to write the test (or submit term work by the last day of classes, if applicable) on (date) for medical reasons". You MUST see your physician on the day of the missed test or the day later or your request will be denied. A statement merely acknowledging a report of illness made by the student to the physician is NOT acceptable. For further information on this procedure visit www.utm.utoronto.ca/dvs

Should an illness prevent you from submitting your form to the office in person within 48 hours, emailing your documents will be accepted.  This is on the understanding that the original copy will be submitted within one week from the date of the missed test or assignment.  Late submissions will NOT be considered.

In case of emergencies (medical or other) contact the Program Administrative Officer on 905 845 9430 ext. 2324 or email tracey.smith1@sheridancollege.ca within 24hrs of the due date of an assignment or test.
No penalty will be assigned if your request for special consideration, described above, was successful.

**Help for English Language Learners (ELL)**

▸ http://www.utm.utoronto.ca/asc/resources-english-language-learners

There are also scheduled hours for a Drop-In in the Annie Smith Centre for students seeking help with their English from current AAH students for whom English is their second, third, fourth etc. language. Meet at the Annie Smith Lounge in beside AS18. Consultation may move to AS18, AS08 or the AS Mezzanine.

| Xindi Weng: | Tuesdays: 1 – 2 pm | Anran Guo: | Mondays: 12 – 1 pm |
| | Thursdays: 12 – 1 pm | | Tuesdays: 12 - 1 pm |

**www.lynda.com**
Lynda.com is a great software learning resource. All Sheridan students have access to this site. Students can access Lynda.com at http://lynda.sheridancollege.ca.

**Evaluation**
Projects will be assessed on the level of creativity, thoroughness of research, clarity and communication of idea, insightfulness at critiques and over all quality of execution. Students will also be graded on their level of participation, attention and attitude. All projects may not be marked. This will be left up to the discretion of the instructor.

We assign grades for studio work according to the following result-based criteria:
▸ appropriate application of acquired technical skills
▸ use of formal art and design properties — composition, colour, material handling, and so on — to achieve a clear visual statement
▸ demonstration of a knowledge of art and design history, contemporary discourses of art/design, and the ability to synthesize art/design research and apply it to a given project
▸ inventiveness, originality, and risk-taking: formulating and considering a number of ideas for a project; pursuing an idea or direction that extends the student's current abilities; experimentation with media that is new for the student; not relying on clichés or conventions
▸ dedication to the revision and refinement of art/design projects — at any or all of the sketch, prototype, or final stages — in response to critical analysis, such as peer and/or instructor advice received in critiques, one-on-one advice from the instructor, and ongoing critical self-reflection
▸ development of an appropriate concept or idea through to a clearly articulated and resolved finished work

### A — Excellent

'A' students demonstrate an exceptional degree of resolution and originality in their work at the technical, formal, and conceptual levels. Their work also reflects a keen awareness of historical and contemporary art and design practices. Work in this grade category clearly shows the successful integration of critical analysis and refinement in order to convey a well-articulated visual statement.

### B — Good

'B' students demonstrate a considerable level of resolution and originality in their work at the technical, formal, and conceptual levels. Their work reflects awareness of historical and contemporary art and design practices. Work in this grade category shows considerable integration of critical analysis and refinement.

### C — Satisfactory

'C' students demonstrate a moderate level of resolution and originality in their work, which may rely uncritically on clichés or conventions. Their work reflects some awareness of historical and contemporary art and design practices. Critical analysis is to some degree incorporated into their finished projects. There is some evidence of a concept, idea, or message in their work.

### D — Marginal

'D' students demonstrate a rudimentary level of technical resolution in their work. There is marginal awareness of historical or contemporary art and design practices. Critical analysis is reflected only to a negligible degree in any changes or revision to their projects. There is an undeveloped concept, idea, or message in their work.

### F — Inadequate

'F' students may have not done the required work, done it poorly, submitted incomplete work or work that only marginally relates to the given assignment, or received significant deductions for late submissions. Students are not aware of precedents for their projects within art and design history. Critical analysis, if received at all, is ignored.

Studio courses may include activities that constitute a small portion of the final grade, such as technical projects or safety tests assessed on a pass/fail basis. Additionally, studio courses include a class participation grade based on overall attendance and thoughtful engagement with the work of peers in critiques.

Each studio course in AAH has estimated material costs that are in addition to studio fees. A list of these estimated costs is found in the annual AAH Orientation Handout. Students should be aware that going over the estimated additional material costs or spending an excessive number of hours working on a project will not necessarily translate into a higher grade. Do consult with faculty on budget, material choices, and anticipated labour when planning each project. In grading student artwork, faculty award the successful realization of students' concepts rather than the cost of materials or the time spent on a project.

### Academic Honesty

▸ https://student.utm.utoronto.ca/calendar/calendar_detail2.pl?Topic=Academic%2Honesty&Searchstring=academic%20honesty

The following is an excerpt from the UTM calendar... "As a student it is your responsibility to ensure the integrity of your work and to understand what constitutes an academic offence. If you have any concerns that you may be crossing the line, always ask your instructor. Your instructor can explain, for example, the nuances of plagiarism and how to use secondary sources appropriately...