



UNIVERSITY OF CALGARY
SCHOOL OF ARCHITECTURE,
PLANNING AND LANDSCAPE

Fall 2023

Course Number: DSGN 211

Course Name: Introduction to Visual and Communication Studies

Classroom: [REDACTED]

Instructor: Chad Connery, Lili Yas Tayefi

- Email: chad.connery@ucalgary.ca, ytayefin@ucalgary.ca
- Office Hours and Location: Student meetings outside class time are by appointment.
- Instructor Email Policy: Instructors will respond to emails sent via students' @ucalgary emails as soon as possible, usually within 48 hours.

Teaching Assistant: Soumya Shashidharan

- Email: soumya.shashidharan@ucalgary.ca

Class Dates: Mandatory In-Person Mondays and Thursdays, Fall 2023, 2:00pm to 3:50pm

Course Description:

This course builds and develops awareness, skills and practice in visual representation of design work. Emphasis on orthographic drawings, visualizing objects, spaces and environments in a way that focuses on geometry/form/proportion.

- Introduction to Visual and Communication Studies explores design's relationship to graphic or visual means of translating, organizing, and communicating information relevant to the built environment. It covers a breadth of physical and digital representational tools and techniques intended to be combined, challenged, and experimented with.
- The course challenges students with complex tasks of translating image, form, space, and material between two dimensional, three dimensional, and constructed material conditions. Projects comprise an additive scaffold of increasing complexity and require the learning of new skills as they are applied in combination.
- Class is divided between group inputs of precedent works, lectures, and technical tutorials with dedicated Instructor consult periods to develop individual approaches to project work.
- Work within the course is both quantitative and qualitative in nature, requiring both the proficient adoption of techniques/tools and their application to spatial representation.
- Academic Calendar description:
<https://www.ucalgary.ca/pubs/calendar/current/design.html#48338>
- Course Hours: 3 units; (0-4)

Requisites: See [Section 3.3.5](#) of the Academic Calendar for more information regarding School of Architecture, Planning and Landscape courses.

- Prerequisite(s): Admission to the Bachelor of Design in City Innovation program.
- Corequisite(s): DSGN 201 Introduction to Design Studio Thinking

Course Delivery:

- In-person Delivery

Course Learning Outcomes:

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

1. Begin graphically capturing, composing, and translating visual information.
2. Use and understand basic representational tools, both digital and physical.
3. Understand the role of orthographic representation in design media.
4. Translate geometric and material relationships between two and three dimensions.

Learning Resources:

- Technology requirements:
 - To successfully engage in their learning experiences at the University of Calgary, students taking online, remote, and blended courses are required to have reliable access to the following technology:
 - A computer with a supported operating system, as well as the latest security, and malware updates;
 - A current and updated web browser;
 - Webcam (built-in or external);
 - Microphone and speaker (built-in or external), or headset with microphone;
 - Current antivirus and/or firewall software enabled;
 - Broadband internet connection
 - Most current laptops will have a built-in webcam, speaker and microphone.
 - [Student IT Resources](#)
 - To accomplish course work for DSGN 211 students require access to current versions of the following software and tools:
 - Rhinoceros
 - Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere)
 - Camera (a contemporary smartphone, DSLR, or SLR)
- BDCI Makerspace Training Requirement:

- If a course requires the use of the BDCI Makerspace, students must complete all relevant online University of Calgary safety courses and the online Trajectory Safety training course to be granted access to the BDCI Makerspace.

Special Budgetary Requirements:

- The course requires the same '[BDCI Toolkit](#)' required by DSGN 211 to accomplish its pedagogical outcomes. Acquisition of this centralized package is negotiated and facilitated by DSGN 211 in support of this course.
- Students will also be required to obtain materials and supplies for models, drawings and/or presentations over the semester. Such materials could be items such as card stock, millboard, foam blocks, basswood, or other such goods used in drawing, modelling and presentations. These materials will be available within the School and/or at local art supply shops. Students will be responsible for securing such materials for use in their design projects.

Classroom Conduct and Related Information:

The BDCI Studio and other SAPL/University-provided facilities and equipment are governed by the [University's Student Non-Academic Misconduct Policy](#). Professional and courteous behavior is expected at all times. For more information, please refer to [Appendix 1: Prohibited Conduct](#), including the following categories: 1. Protection of Individuals; 2. Protection of Property; 3. Protection of University Functions, Activities and Services; 4. False Information and Identification; 5. Possession or Use of Dangerous Objects, Drugs or Alcohol; 6. Aiding in the Commission of an Offence; 7. Contravention of Other Laws and University Policies; and 8. Failure to Comply with a Sanction.

Assessment Components:

The University policy on grading and related matters is described in [F.1](#) and [F.2](#) of the Academic Calendar. In determining the overall grade in the course the following weights will be used:

Assessment Method	Description	Weight	Aligned Course Learning Outcome*
Project 1	Orthographic translations of observed space and form.	25%	1, 2, 3

Project 2	Deconstructive modeling and reconstruction.	30%	2, 3, 4
Project 3	Data, mapping, and translative analysis.	35%	1, 2, 3
VisCom Portfolio	A collected graphic documentation of coursework outputs.	10%	1

**Please refer to itemized Aligned Course Outcomes.*

- Assessment and Evaluation Information:
 - Submitted course materials are evaluated on a stated balance of factors specific to each project submission and clarified by the accompanying grading rubric.
 - Included factors encompass:
 - Submission deadline met
 - Competent use of toolsets
 - Completion of described project challenges
 - Depth of engagement/experimentation with project methodologies
 - Quality, clarity, and precision of visual communication
- Attendance and Participation Expectations:
 - Students are expected to attend and come prepared to meaningfully engage in all class sessions. This includes producing or preparing content necessary for discussion and contributing to individual and class-wide discussions and/or conversations/assessments with the Course Instructors.
- Excused Absences
 - In the event of an exceptional circumstance (e.g., illness, bereavement, etc.) or an exceptional opportunity (e.g., varsity athletic competition, national conference or awards ceremony, pow wow, etc.) up to four excused absences (for courses that meet twice or more per week) and up to two excused absences (for courses that meet once per week) are allowable per semester before jeopardizing one's own course grade and ability to pass the course. However, any such accommodations must be approved by the Instructors with advance notice by the student.
- Unexcused Absences
 - Attendance at all class sessions and participation in all assessments is mandatory. Unexcused absences in excess of two per semester (for courses that meet twice per week) and one per semester (for courses that meet once per week) are grounds for failure in the course.
- Total Number of Absences

- The combined total number of excused or unexcused absences per semester cannot exceed four per semester (for courses that meet twice per week) or two per semester (for courses that meet once per week). Any number in excess are grounds for failure in the course.
- Guidelines for Submitting Assignments:
 - All assignments must be submitted digitally, to the appropriate course D2L section, by the specified due date/time. In some cases, hard copies may be required to also be submitted in accordance with project briefs.
- Final Examinations:
 - No final examination required
- Expectations for Writing:
 - <https://www.ucalgary.ca/pubs/calendar/current/e-2.html>
- Late Assignments:
 - All assignments (e.g., projects, papers, presentations, etc.) must be turned in on time. Late assignments will lose a letter grade every 24 hours after the submission date/time. Late assignments submitted more than four days late constitute automatic failure. Late assignments with a valid excuse, as defined by the University's guidelines ([Section G.2.3](#)) or with advance prior notification to the instructors, may be considered without penalty upon review of the student's attendance and participation record.
 - Please let your instructor know immediately if you cannot meet the deadlines specified. You may be required to provide supporting documentation, as per [Section M.1](#) of the Academic Calendar to support your request.
- Criteria that must be met to pass:
 - A passing grade calculated from the cumulative value of all submitted assignments. A submission for each of Projects 1-3 is required for the completion of the course. In cases where an assignment receives a failing grade, the instructors may offer the opportunity to revise the assignment for reevaluation purposes.

Flexible Grade Option (CG Grade):

As per [Section 3.5.1](#) of the Academic Calendar, the School of Architecture, Planning and Landscape will not permit the Flexible Grade Option (CG Grade) for any course offered by the School.

Grading Scale:

Grade	Grade Point Value	4-Point Range	Percent	Description
A+	4.00	4.00	95-100	Outstanding - evaluated by instructor

A	4.00	3.85-4.00	90-94.99	Excellent - superior performance showing comprehensive understanding of the subject matter
A-	3.70	3.50-3.84	85-89.99	Very good performance
B+	3.30	3.15-3.49	80-84.99	Good performance
B	3.00	2.85-3.14	75-79.99	Satisfactory performance
B-	2.70	2.50-2.84	70-74.99	
C+	2.30	2.15-2.49	65-69.99	
C	2.00	1.85-2.14	60-64.99	
C-	1.70	1.50-1.84	55-59.99	Minimum grade requirement for prerequisite courses.
D+	1.30	1.15-1.49	50-54.99	
D	1.00	0.50-1.14	45-49.99	
F	0.00	0-0.49	0-44.99	

Topic Areas and Detailed Class Schedule:

The following class schedule is subject to change according to the requirements, eventualities, and progress of the course. Instructors will update the class over the term as any changes are required.

Course Schedule Date	Topic	Assignments/Due Dates
Sept 7	Introduction + Makerspace Orientation	
Sept 11	Project Input + Precedents	Project 1: Pt 1 Distribution
Sept 14	Tutorial + Q&A	
Sept 18	Design Talk + Consult	
Sept 21	Tutorial + Q&A	
Sept 25	Project Input + Precedents	Project 1: Pt 2 Distribution

Sept 28	Tutorial + Q&A	
Saturday, September 30	National Day for Truth and Reconciliation	
Oct 2	Design Talk + Consult	
Oct 5	Tutorial + Q&A	Project 1 Due
Monday, October 9	Thanksgiving Day, no classes	
Oct 12	Project Input + Precedents	Project 2 Distribution
Oct 16	Design Talk + Consult	
Oct 19	Tutorial + Q&A	
Oct 23	Design Talk + Consult	
Oct 26	Tutorial + Q&A	
Oct 30	Design Talk + Consult	
Nov 2	Tutorial + Q&A	
Nov 6	Tutorial + Q&A	Project 2 Due
Nov 9	Project Input + Precedents	Project 3 Distribution
Saturday, November 11	Remembrance Day	
Monday, November 13	Remembrance Day, observed (no classes)	
Nov 17	Term Break, no classes	
Nov 20	Design Talk + Consult	
Nov 23	Tutorial + Q&A	
Nov 27	Design Talk + Consult	
Nov 30	Project 3 Consult	
Dec 4	Last day of class + Portfolio Workshop	Project 3 Due
Dec 11		VisCom Portfolio Due

Scheduled Out-of-Class Activities:

There are no scheduled out-of-class activities for this course.

University of Calgary Policies and Supports:

UNIVERSITY OF CALGARY COVID-19 UPDATES AND PROCEDURES

<https://www.ucalgary.ca/risk/emergency-management/covid-19-response/covidsafe-campus>

ACADEMIC ACCOMMODATION

<https://ucalgary.ca/student-services/access/prospective-students/academic-accommodations>

It is the student's responsibility to request academic accommodations according to the University policies and procedures listed below. The student accommodation policy can be found at:

<https://www.ucalgary.ca/legal-services/university-policies-procedures/student-accommodation-policy>

Students needing an accommodation because of a disability or medical condition should communicate this need to Student Accessibility Services in accordance with the Procedure for Accommodations for Students with Disabilities: <https://www.ucalgary.ca/legal-services/sites/default/files/teams/1/Policies-Accommodation-for-Students-with-Disabilities-Procedure.pdf>

Students needing an accommodation in relation to their coursework or to fulfil requirements for a graduate degree, based on a Protected Ground other than Disability, should communicate this need, preferably in writing, to their instructor (contact information on first page above).

[Student Accessibility Services](#) will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/.

ACADEMIC MISCONDUCT

Academic Misconduct refers to student behavior which compromises proper assessment of a student's academic activities and includes: cheating; fabrication; falsification; plagiarism; unauthorized assistance; failure to comply with an instructor's expectations regarding conduct required of students completing academic assessments in their courses; and failure to comply with exam regulations applied by the Registrar.

For information on the Student Academic Misconduct Policy and Procedures please visit:

- Student Academic Misconduct Policy: <https://www.ucalgary.ca/legal-services/university-policies-procedures/student-academic-misconduct-policy>

- Student Academic Misconduct Procedure: <https://www.ucalgary.ca/legal-services/university-policies-procedures/student-academic-misconduct-procedure>

Additional information is available on the Academic Integrity Website at <https://www.ucalgary.ca/student-services/student-success/learning/academic-integrity>.

COPYRIGHT LEGISLATION

All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright (<https://www.ucalgary.ca/legal-services/university-policies-procedures/acceptable-use-material-protected-copyright-policy>) and requirements of the Copyright Act (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>) to ensure they are aware of the consequences of unauthorised sharing of course materials (including instructor notes, electronic versions of textbooks, etc.). Students who use material protected by copyright in violation of this policy may be disciplined under the Non-Academic Misconduct Policy (<https://www.ucalgary.ca/pubs/calendar/current/k.html>).

INSTRUCTOR INTELLECTUAL PROPERTY

Course materials created by instructors (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the instructor. These materials may NOT be reproduced, redistributed or copied without the explicit consent of the instructor. The posting of course materials to third party websites such as note-sharing sites without permission is prohibited. Sharing of extracts of these course materials with other students enrolled in the course at the same time may be allowed under fair dealing.

FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY

Student information will be collected in accordance with typical (or usual) classroom practice. Students' assignments will be accessible only by the authorized course faculty. Private information related to the individual student is treated with the utmost regard by the faculty at the University of Calgary.

SEXUAL AND GENDER-BASED VIOLENCE POLICY

The University recognizes that all members of the University Community should be able to learn, work, teach and live in an environment where they are free from harassment, discrimination, and violence. The University of Calgary's Sexual and Gender-Based Violence Policy guides us in how we respond to incidents of sexual and/or gender-based violence, including supports available to those who have experienced or witnessed sexual/gender-based violence, or those who are alleged to have committed sexual/gender-based violence. It provides clear response procedures and timelines, defines complex concepts, and addresses incidents that occur off-campus in certain circumstances. Please see the policy available at <https://www.ucalgary.ca/legal-services/university-policies-procedures/sexual-and-gender-based-violence-policy>.

UNIVERSITY STUDENT APPEALS OFFICE

If a student has a concern about a grade that they have received, they should refer to Section I of the Undergraduate Calendar (<https://www.ucalgary.ca/pubs/calendar/current/i-3.html>) which describes how to have a grade reappraised.

OTHER IMPORTANT INFORMATION

Please visit the Registrar's website at <https://www.ucalgary.ca/registrar/registration/course-outlines> for additional important information on the following:

- Wellness and Mental Health Resources
- Student Success
- Student Ombuds Office
- Student Union (SU) Information
- Graduate Students' Association (GSA) Information
- Emergency Evacuation/Assembly Points
- Safewalk