EXPANDED COURSE DESCRIPTION  
YORK/SHERIDAN DESIGN  
School of the Arts, Media, Performance and Design  
Design Department  
FA / YSDN 3011 3.0 SECTION A  
EDITORIAL DESIGN  
FALL 2017 / WINTER 2018  

Last Modified Date: 09/21/2017  

COURSE CALENDAR DESCRIPTION  
Focuses on the design of print and electronic editorial documents. Students will investigate the relationship between type, illustration, photo and graphic imagery. Prerequisites: Third or fourth year standing in the BDes program or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply. This senior level practicum course will deal with the investigation into the complex relationships currently being experienced between Typography, Illustration, Photography and Graphic Image generation to communicate information to an identifiable audience. The Canadian Literacy Council has documented research to assist in the understanding of effective communication when accompanied by visuals. The more the image can enlist an emotive response on the part of the intended audience, the more textual information is retained. The specifics of advantages and disadvantages of different media will be investigated leading the student to define an operational understanding as to current and future directions in the area of Editorial Design with both print and electronic distribution systems discussed and worked with. Individual and team problem-solving techniques are utilized to identify and analyze contemporary work, develop content and produce finished works. Prerequisites: FA/YSDN 3004 3.0 and FA/YSDN 3003 3.0 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

INSTRUCTOR(S)  

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Moodle @ York University