EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 3011 3.0 SECTION G
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.

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tbody>
<tr>
<td>Antozsek-Rallo, Adam</td>
<td>Sec. G / PRAC / F</td>
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SPECIAL FEATURES

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Editorial Design fa/ysdn 3011 3.0 fall 2017
York University / Sheridan College Program in Design
Editorial Design
fa/ysdn 3011 3.0 Prerequisites
Third or fourth-year standing in the BDes program or permission of the Department of Design.

Fall Term 2017

YORK

Section A Fridays 12:30-16:30 DB 4031 Course Director & Instructor: E.A. (Zab) Hobart Office hours by appointment. zab@yorku.ca

SHERIDAN
Section G Tuesdays 1:30-15:30 J 223 Course Director & Instructor: Adam Rallo Office hours by appointment. adam.antoszekrallo1@sheridancollege.ca

Expanded Course Description
This course will focus on the design of print and electronic editorial documents. Students will investigate the relationship between type, illustration, photo and graphic imagery. Students will research a range of editorial vehicles as part of an investigation into the nature of current editorial design practice. The projects in the course will give students an opportunity to practice the skills necessary to produce effective editorial documents.

COURSE TOPICS
Defining the medium
The state of the art
The role of an editorial designer
Thinking like an editor
Thinking like a curator
Editorial style and typesetting
Typography for magazines
Exploring the word-image relationship
Designing effective covers
Respecting the reader
Print & digital publishing fundamentals

Learning Outcomes
Upon successful completion of this course, students will have demonstrated their abilities to:
Understand and apply the design process in the development of effective print & digital media
Achieve both breadth and depth in concept and image development
Visualize concepts with clarity and economy
Perform cross-media research
Organize and prioritize information and work flow
Create meaningful and emotive relationships between words and images
Communicate verbally and in written form about work process and intentions
Achieve professional standards in the presentation of comps and prototypes

Student Responsibilities:
Students must provide the Course Instructor (via email) with an active email address which is checked on a regular basis; all communication with the Course Instructor outside of regular class hours should be conducted by email—this includes notice of lateness or absence.

It is the responsibility of the student to inform the Course Instructor if, for any reason, the student may not be able to progress within the course in a timely manner.

It is the responsibility of the student to always back-up their digital work with redundancy. Online backups are highly recommended.

Every student is expected to have current project files available for critique.

It is the responsibility of the student to make themselves familiar with the course outline and come to class prepared for the activities listed therein. This includes arriving for guest lectures having prepared yourself ahead of time with knowledge of the speaker and their work.
Each student is expected to participate in in-class exercises and present their work and process in individual, small-group, and full-class critiques.

Students are expected to record and document their design process.

Students are expected to listen actively and take notes in class and during lectures—lecture hand-outs will not be provided. Occasionally the Course Instructor may make lecture slides available to students through email; as these slides may contain copyright material, they must not be redistributed in any manner.

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**Course Text / Readings**

**DESIGN FUNDAMENTALS**


**EDITORIAL DESIGN FUNDAMENTALS**


**EXAMPLES OF GREAT EDITORIAL DESIGN**


**CANADIAN MAGAZINE INDUSTRY RESOURCES**


http://canadianonlinepublishingawards.com

http://cardonline.ca > You can login at http://cardonline.ca.library.sheridanc.on.ca/public/

http://magazine-awards.com

http://mastheadonline.com

http://spd.org (American)

**DIGITAL MAGAZINE PROVIDERS**

https://texture.ca

http://zinio.com

The York Library Rare Book Room has complete runs of these well-designed magazines: ANY: Architecture New York, Dot Dot Dot, Emigre, The Fleuron, Form und Zweck, Octavo, Speak Magazine.

Additional readings may be assigned or recommended during the course.4/9
Evaluation

All course work is to be submitted directly to the course instructor during scheduled class hours. Do not submit work to the Admin Offices. Projects will be graded using the following criteria:

**Breadth & depth of investigation.** Students are required to keep ongoing documentation of their work in process. **Breadth** refers to research, and the quantity and quality of diverse lateral concept development. **Depth** refers to the quantity and quality of exploration, experimentation and vertical development for the selected concept.

**Effectiveness.** Demonstrating an understanding of the design problem and project parameters by delivering an appropriate visual solution that effectively addresses the subject matter.

**Visual Quality.** Demonstrating the ability to translate ideas into technically refined forms, with visual interest, clearly defined hierarchy, originality, and attention to detail.

**Production.** The quality of the visual presentation, including printing, mounting, construction, neatness, organization, structure, file-size, and visual fidelity of all elements used in a project.

**Students demonstrate their learning in the following ways:**

Process documentation provides a record of the student’s ability to utilize the design process and reveals the breadth and depth of exploration involved with each project. All process work, including research, notes, sketches, annotations, linears, contact-sheets, variations, and screen-caps must therefore be submitted to the instructor for review and evaluation.

In-class exercises and group work provide an opportunity for students to reinforce and test theory immediately.

Each student must present their work in small groups and full class critique situations. Assessment of participation and engagement in the learning process takes place every week. It is essential that students attend all classes and engage in all critiques and activities.

Since the course concentrates on moving the theory of graphic design into the practice of graphic design, a large percentage of the student’s grade comes from an evaluation of the visual communication quality and practical effectiveness of submitted projects.

A grade slip will be returned with each project. Grading is based on professional standard and non-competitive within the course and within each section. The final grade for the course will be based on the following items weighted as indicated:

- **5%** Phase 1 Proposal
- **10%** Phase 2 Masthead Logo & Covers
- **10%** Phase 3 Typographic Editorial Feature 10% Illustrative Editorial Feature 10% Photographic Editorial Feature
- **45%** Phase 4 Final ePub & Print production mockups

The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+=9, A=8, B+=7, C+=5, etc.). Assignments and tests* will bear either a letter grade designation or a corresponding number grade (e.g. A+ = 90 to 100, A = 80 to 90, B+ = 75 to 79, etc.). For a full description of York grading system see the York University Undergraduate Calendar: http://calendars.students.yorku.ca/2017-2018/design

*Grading
Students may take a limited number of courses for degree credit on an ungraded (pass/fail) basis. For full information on this option see Alternative Grading Option in the AMPD section of the Undergraduate Calendar: http://calendars.students.yorku.ca/2017-2018/design

**Grade Point Percent Range Description**

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<th>Grade</th>
<th>Percent</th>
<th>Description</th>
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<tr>
<td>A+</td>
<td>90 – 100%</td>
<td><strong>RARE AND EXCEPTIONAL WORK</strong> 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>
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<tr>
<td>A</td>
<td>80 – 89%</td>
<td><strong>EXCELLENT WORK</strong> Thorough knowledge of concepts and techniques together with a high degree of skill and /or some elements of originality.</td>
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<tr>
<td>B+</td>
<td>75 – 79%</td>
<td><strong>VERY GOOD WORK</strong> Thorough knowledge of concepts and techniques together with a fairly high degree of skill in the use of those concepts / techniques.</td>
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<tr>
<td>B</td>
<td>70 – 74%</td>
<td><strong>GOOD WORK</strong> Good level of knowledge of concepts and techniques together with considerable skill.</td>
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<tr>
<td>C+</td>
<td>65 – 69%</td>
<td><strong>COMPETENT WORK</strong> 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>60 – 64%</td>
<td><strong>FAIRLY COMPETENT WORK</strong> Acceptable level of knowledge of concepts and techniques together with some skill.</td>
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<tr>
<td>D+</td>
<td>55 – 59%</td>
<td><strong>PASSING WORK</strong> Slightly better than minimal knowledge of required concepts and techniques together with limited skill.</td>
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<tr>
<td>D</td>
<td>50 – 54%</td>
<td><strong>POOR WORK</strong> Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.</td>
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<tr>
<td>E</td>
<td>31 – 49%</td>
<td><strong>VERY POOR WORK</strong></td>
</tr>
<tr>
<td>F</td>
<td>0 – 30%</td>
<td><strong>INADEQUATE WORK</strong></td>
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All courses taken at York and Sheridan, including failures, are included in grade point average calculations. To calculate your Grade Point Average please visit: http://www.yorku.ca/finearts/sas/gpa.htm

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**Assignment Submission**

Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments for this course must be received on the due date specified for the assignment. Assignments are to be handed in class on the appropriate date.

**Lateness Penalty**

Assignments received later than the due date will be penalized 10% per business day that the assignment is late. 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).

**Missed Tests**

Students with a documented reason for missing a course project deadline or a test, such as illness, compassionate grounds, etc., which is confirmed by supporting documentation (e.g., doctor’s letter) may request accommodation from the Course Instructor. Further extensions or accommodation will require students to submit a formal petition to the Faculty.

**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.

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.

*ADDITIONAL INFORMATION*
Proper Use of Facilities.

Use of the YSDN facilities and equipment is for proper completion of assigned projects only. Privileges may be withheld for improper use. Lateness or incomplete work due to the loss or suspension of privileges is not an acceptable reason for missed deadlines. Students under suspension of privileges must find alternative means to complete projects.

IMPORTANT COURSE INFORMATION FOR STUDENTS

All students are expected to familiarize themselves with the following information:

Academic Honesty & Integrity

YSDN students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty http://www.yorku.ca/univsec/policies/document.php?document=69. There is also an academic integrity website with complete information about academic honesty. Students are expected to review the materials on the Academic Integrity website: http://www.yorku.ca/academicintegrity

Occupational Health & Safety

Students must be aware of ergonomic factors related to the course work and should practice recommended exercise to prevent developing occupational related health problems. Please refer to the following web page for details: http://ergo.info.yorku.ca/

Accessibility/Disability Services

Both York and Sheridan provide services for students with disabilities (including learning, mental health, physical, sensory and medical disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at both institutions.

Students in need of these services are asked to register at both York and Sheridan as early as possible to ensure sufficient advance notice so that appropriate academic accommodation can be provided. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Please note that registering with these services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

AT YORK UNIVERSITY

Additional information is available at www.yorku.ca/cds or by contacting the offices of the disability service providers:

Learning Disability Services W128 Bennett Centre for Student Services (BCSS), 416-736-5383
www.yorku.ca/cds/lds

Mental Health Disability Services N110 BCSS, 416-736-5297 www.yorku.ca/cds/mhds

Physical, Sensory and Medical Disability Services N108 Ross Building, 416-736-5140,
www.yorku.ca/cds/psmds


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AT SHERIDAN COLLEGE

Accessible Learning Services is located in Room B104, Trafalgar Campus. 905-845-9430 x2530
www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services.aspx

Counselling Services www.sheridancollege.ca/life-at-sheridan/student-services/counselling-services.aspx

Health Services www.sheridancollege.ca/life-at-sheridan/student-services/health.aspx

Ethics Review Process

YSDN students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants at http://www.yorku.ca/secretariat/policies/document.php?document=94. In particular, students proposing to undertake research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) are required to
submit an Application for Ethical Approval of Research Involving Human Participants at least one month before you plan to begin the research. If you are in doubt as to whether this requirement applies to you, contact your Course Director immediately.

**Religious Observance Accommodation**

York and Sheridan are 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 dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the Course Director within the first three weeks of class. Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., scheduled later in the term pose such a conflict, contact the Course Director immediately. Please note that to arrange an alternative date or time for an examination scheduled in the formal examination periods (December and April/May), students must complete an Examination Accommodation Form, which can be obtained from at York, Student Client Services, Student Services Centre or online at http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf. Further information on religious observance is available at: https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs.

**Student Conduct**

Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect and to refrain from actions disruptive to such a relationship. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom, and the responsibility of the student to cooperate in that endeavour. Further, the instructor is the best person to decide, in the first instance, whether such an atmosphere is present in the class. A statement of the policy and procedures involving disruptive and/or harassing behaviour by students in academic situations is available on the York website http://www.yorku.ca/univsec/policies/document.php?document=82.9/9

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**Entering external design award shows and competitions**

In an effort to encourage more students to enter external award shows and competitions, the York/Sheridan Program in Design will reimburse the entry fee for winning entries at outside award shows and competitions, up to $35 (CAD) per piece entered.

To take advantage of this, students must:

- Enter the competition, pay entry fees and postage and arrange for delivery;
- Provide written proof that they have received an award/prize, and
- Provide the original receipts for the entry fee in Canadian Dollars. (If the entry fee was paid in another currency, we require a receipt indicating the exact amount you paid in Canadian Dollars).

**NOTE:** Students are responsible for any other fees that may be associated with the prize. Please contact Barb Batke (bbatke@yorku.ca) for reimbursement after you receive the award.

Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.

*Moodle @ York University*