COURSE CALENDAR DESCRIPTION

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. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply. Integrated with GS/MDES 5405 3.0.

Section Responsible Faculty: FA  
Section Responsible Unit: YSDS

INSTRUCTOR(S)

<table>
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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tbody>
<tr>
<td>Beatty, Reg</td>
<td>Sec. G / PRAC / F</td>
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SPECIAL FEATURES

York University / Sheridan College Program in Design  
Book Design  
YSDN 4005 Fall Term 2016  
Course Instructor: Reg Beatty  
Office hours: By appointment  
Email: reg.beatty@sheridancollege.ca  
Section G Friday 13:30 pm – 17:30 pm Sheridan J219  
Prerequisites  
Third or fourth year standing in the BDes program or permission of the Department of Design. Basic working knowledge of InDesign. Intermediate knowledge of Illustrator and PhotoShop  
Course Information  
Optional free elective practicum course. 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 are investigated. Using skills developed in studies courses (research, critical thinking and effective writing) and accumulated practicum skills typography, layout, visualization and sense-making) students engage in a semester-long process of creating a book from research done in an area of personal interest. The course is rooted in advanced typography and examines complex text-image relationships. The course involves lectures and demonstrations, hands-on exercises, group and individual critiques that all build toward a final bound book.
Topical Outline

• The history, anatomy and structure of the book form
• Organizing and prioritizing information for extended print documents
• Micro and macro views of book structure
• Structuring the page
• Editorial style and typesetting
• Thumbnails and storyboards as a planning tool
• Master pages, style sheets and grids
• Production considerations
• Binding

Learning Outcomes

knowledge
On successful completion of the course, students will have demonstrated their knowledge of:

• The anatomy of the book
• Industry terminology
• Typographic structure in a complex, multi-page document
• Binding methods
• Procedures for design proposals

skills
On successful completion of the course, students will have demonstrated their skill in:

• Written, oral and visual communication
• Analytical and creative thinking
• Using the design process to solve complex communication problems
• Organizing and creating hierarchies of information
• Achieving professional standards in the presentation of comps and prototypes

attitudes
Successful students will have demonstrated:

• Professional work ethic and respect for schedules and due dates
• Engagement in class activities and critiques
• Respect for intellectual property

Tools, Materials & Resources

Students are required to bring current versions of their project files to class for in-class work and critique. An external drive is useful for backup and transport of projects. Digital Locker is also a good place to back up project files. Working files for the book project should be backed up in at least two places. Some project phases may require submission of files on cd. A small supply of read-only cds should be purchased as needed for this purpose.

Be prepared to bring to class: pad of visualizing paper, pad of tracing paper, pencils and markers, knives, glue, tape, cutting board, set squares, steel ruler with pica, point and imperial scales.

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

The cost of expendable materials will vary depending on the materials chosen but typically runs around $200 for this course.

Course Fees
For all non-majors (students not currently enrolled in the Bachelor of Design degree program in the Department of Design), there is a compulsory Supplementary Fee which covers the cost of some of the materials used in class. All Supplementary Fees (Compulsory and Voluntary) are payable in cash or certified cheque at the Department of Design, Administrative Offices, tel Building within the first two weeks of term.

Evaluation*

The grading for the course breaks down as follows:

Term Project:
- Project 50%
- Class Participation 10%
- Total: 60%

Assigned Exercises:
- Case Study 5%
- “Hello Book” 10%
- Experimental Book 10%
- Blog 10%
- Attendance/Participation 5%
- Total: 40%

Grading Criteria

- breadth and depth of investigation
  - The originality of the concepts and ideas and their relevance to the problem; lateral thinking abilities; analysis of project requirements; understanding of the problem and its parameters, goals and objectives.

- effectiveness of communication
  - Understanding of the problem and its parameters, originality of conception, appropriateness of solution, demonstrated control of all visual elements.

- visual quality
  - Typographic refinement, appropriateness of visual language created for the project, ability to translate ideas into technically refined forms.

- presentation
  - Neatness, organization and technical ability demonstrated in construction, mounting and assembly of all physical materials used in projects.

Program Grading System

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<thead>
<tr>
<th>Grade</th>
<th>Grade Percent RANGE</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>A+</td>
<td>9 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 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 75 – 79%</td>
<td>VERY GOOD WORK. Thorough knowledge of concepts and techniques together with a fairly high degree of skill in the use of those concepts /techniques.</td>
</tr>
<tr>
<td>B</td>
<td>6 70 – 74%</td>
<td>GOOD WORK. Good level of knowledge of concepts and techniques together with considerable skill.</td>
</tr>
<tr>
<td>C+</td>
<td>5 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 60 – 64%</td>
<td>FAIRLY COMPETENT WORK. Acceptable level of</td>
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knowledge of concepts and techniques together with some skill.

D+ 3.55 – 59% PASSING WORK. Slightly better than minimal knowledge of required concepts and techniques together with limited skill.

D 2 50 – 54% POOR WORK. Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.

E 1 31 – 49% VERY POOR WORK.

F 0 0 – 30% INADEQUATE WORK.

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

Dropping the Course

The last date to drop the course without receiving a grade is November 10.

Submitting Work

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 at the beginning of the specified class. The Department of Design will not accept late assignments.

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).

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.

Important Course Information for Students

Please note that this information is subject to periodic update.

All students are expected to familiarize themselves with the following:

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 York University and Sheridan College.
Students in need of these services are asked to register with disability services in Counselling & Disability Services 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:
Physical, Sensory and Medical Disability Services - N108 Ross Building, 416-736-5140, www.yorku.ca/cds/psmds

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

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 Observeance 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.

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.

Recommended Reading and Resources

Books

Robert Bringhurst. The Elements of Typographic Style. Hartley and Marks, various editions
Gerard Unger. While You’re Reading. Mark Batty Publisher, 2007
Peter Mendelsund. What We See When We Read: A Phenomenology: with Illustrations. Vintage, 2014
and our class website netvibes.com/ysdnbook

Other resources will be introduced over the course of the class.

Course Brief

Term Project:

A short proposal (200 to 250 words) will be submitted at the beginning of the course for the instructor’s review and approval. This should include as much information as possible about what the student would like to accomplish with the project and what kinds of resources they will be drawing from. Students can submit more than one idea. No idea will be refused outright but the instructor will try to help the student shape a project that is both challenging and doable within the time frame of the course.

Case Study:

Students will pick a book to analyse. The case study will be prepared as a short document with a combination of point form, commentary, and supportive photography. It will be done in three parts:
1. An **Inventory** of materials and measurements. 2. The **Structure** of the book; how it is organized, and how the reader navigates through the contents. 3. The book’s hoped-for **Influence**; what it is trying to do or say, and who it is trying to appeal to. This influence should be connected with book’s materials and organization. Basic rhetorical devices to persuade the reader should be considered (*logos*: the book’s use of **logic** to convince; *ethos*: using **reputation** to convince; *pathos*: appealing to **emotion**).

**“Hello Book” Exercise:**

The “Hello Book” is (like the “Hello World” of computing) a first go at organizing 16 pages of material. This can be predominantly image, text, or some mixture of the two. You have to introduce, take on some trajectory (move forward in some manner), then bring the book to a conclusion of sorts. It’s the old beginning, middle, and end sequential structure over 16 pages. How do you want the reader to move through your book (story)? For such a short piece you are not required to include frontmatter or endmatter. A title might help (especially in a book with little context except images). The cover doesn’t necessarily have to have the title but there should be something to draw you in and an indication of the front of the book. Choose all your elements (colours, materials, proportions, type, and images) to support the book’s overall concept.

**Experimental Book:**

The word “experimental” refers to any aspect of the traditional codex that you chose to modify, extend, deconstruct, etc. This is a wide spectrum from small modifications (e.g. cut outs, folding parts) to somewhat more involved changes (e.g. unusual shapes and materials) to radical experiments (e.g. book as sculpture).

**Blog:**

Each student will create a blog as a diary of their work in the class and repository for their inspirations, research and process work. Any platform is acceptable as long as “commenting” can be enabled—this will allow students to pose questions and get feedback from the class. These blogs will be gathered into an aggregated space so we can see the whole class together (and also monitor any new postings).

**Demonstrations:** A number of book and box construction techniques will be shown so students can prepare their own prototypes.

**Weekly Schedule**

**Week One (Sept 8)**
- Introduction “The world of the book”
- Course/class details
- Anatomy and terms in Book Design
- Term Project defined and requirements given:
  - Research started and the preparation of a Proposal (200–250 words)

**Week Two (Sept 15)**
- Term Project Proposal due for submission
- Students to bring a book for “show and tell”
- Structure of the book
- Rhetorics of the book
- Grids and pacing of information
- Tools and materials
- Case Study assigned
  - “Hello Book” prototype demonstrated and exercise given

**Week Three (Sept 22)**
- Exploration of resources
- Multi-section book prototype demonstration
- Discussion of Term Project proposals
- Blog exercise assigned

**Week Four (Sept 29)**
“Hello Book” exercise due for presentation and submission
Development of the manuscript discussed

Overview of Project to be posted on Blog
Thanksgiving Holiday Monday October 9
Week Five (Oct 6)
Experimental Book possibilities discussed/demonstrated and exercise given

Mini Class Presentations
Week Six (Oct 13)
Enclosure prototypes demonstrated (slipcase/clamshell/etc.)
Prelims and endmatter requirements
Cover/case discussed
Week Seven (Oct 20)
Experimental Book exercise due for presentation and submission

Individual discussion of Term projects
Fall Reading Days (Oct 26 – 29)
Week Eight (Nov 3)
Field Trip or “Book-A-Thon”

Term Project Status Report due for submission
Last day to drop without receiving a grade November 10
Week Nine (Nov 10)
Class review of prototypes and comps
Week Ten (Nov 17)
...continuing class reviews of prototypes/comps
Individual issues discussed
Week Eleven (Nov 24)
Individual critiques and outstanding problems resolved
Week Twelve (Dec 1)

Term Project due
Blog exercise completed
(dates for picking up work will be announced)

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