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.

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

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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.

INSTRUCTOR(S)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
<th>Contact Phone</th>
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<tbody>
<tr>
<td>Hobart, Elizabeth</td>
<td>Sec. M / STDO / W</td>
<td><a href="mailto:zab@yorku.ca">zab@yorku.ca</a></td>
<td>416 203 0111</td>
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SPECIAL FEATURES

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Book Design
fa/ysdn 4005 (3.0)
Winter 2019

1 Special Features

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.

2 Topics and Concepts

Book Design is a 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, in-class exercises, group and individual critiques and graded project phases that build toward the final bound book.
• 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

3 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

Section M Tuesday 4:30 –8:30pm | yk db 4028

course director
Zab Hobart zab@yorku.ca

office hours
by appointment 2

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

4 Graded Assessment

The grading for the course breaks down as follows.
10% Book analysis/presentation
10% In class exercises
25% Design proposal and concept
25% Thumbnails
20% Bound Book
10% Participation and development

Grading Criteria
Projects will be graded using the following 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**

A+ 90 – 100% 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.

A 80 – 89% excellent work Thorough knowledge of concepts and techniques together with a high degree of skill and/or some elements of originality

B+ 75 – 79% very good work Thorough knowledge of concepts and techniques together with a fairly high degree of skill in the use of those concepts/ techniques

B 70 – 74% good work Good level of knowledge of concepts and techniques together with considerable skill

C+ 65 – 69% 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

C 60 – 64% fairly competent work Acceptable level of knowledge of concepts and techniques together with some skill

D+ 55 – 59% passing work Slightly better than minimal knowledge of required concepts and techniques together with limited skill

D 50 – 54% poor work Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises

E 31 – 49% very poor work

F 0 – 30% inadequate work

**5 Additional Information**

**Dropping the Course**

The last date to drop the course without receiving a grade is March 8.

**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.

**Academic Policies / Information**

The Senate Academic Standards, Curriculum and Pedagogy Committee (ASCP) provides a Student Information Sheet that includes:

- York’s Academic Honesty Policy and Procedures / Academic Integrity Web site
- Access/Disability
- Ethics Review Process for Research Involving Human Participants
- Religious Observance Accommodation
- Student Code of Conduct
Academic Information / York University

• Academic Accommodation for Students with Disabilities
• Alternate Exam and Test Scheduling
• Grading Scheme and Feedback Policy

The Senate Grading Scheme and Feedback Policy stipulates that (a) the grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) be announced, and be available in writing, within the first two weeks of class, and that, (b) under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for ‘full year’ courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade.

• Important University Sessional Dates (you will find classes and exams start/end dates, reading/co-curricular week, add/drop deadlines, holidays, University closings and more.

http://www.registrar.yorku.ca/enrol/dates/index.htm

• Manage my Academic record http://myacademicrecord.students.yorku.ca/

• “20% Rule” No examinations or tests collectively worth more than 20% of the final grade in a course will be given during the final 14 calendar days of classes in a term. The exceptions to the rule are classes which regularly meet Friday evenings or on Saturday and/or Sunday at any time, and courses offered in the compressed summer terms.

• Final course grades may be adjusted to conform to Program or Faculty grades distribution profiles.

Additional Information / Sheridan College

• Accessible Learning Services, Trafalgar campus, B104, (905) 845-9430, ext. 8196
www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services

• Counselling Services, Trafalgar campus, B104, (905) 845-9430, ext. 2557 www.sheridancollege.ca/life-at-sheridan/student-services/counselling-services

• Health Services, Trafalgar campus, B129, (905) 845-9430, ext. 2550 www.sheridancollege.ca/life-at-sheridan/student-services/health

Recommended Reading

Samara, Timothy. Making and Breaking the Grid. Gloucester ma: Rockport, 2002
Wilson, Adrian. The Design of Books. New York: Reinholt Publishing Corporation
Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.

Moodle @ York University