EXPANDED COURSE DESCRIPTION

YORK/SHERIDAN DESIGN

School of the Arts, Media, Performance and Design
Design Department

FA / YSDN 3011 3.0 SECTION M
EDITORIAL DESIGN
FALL 2019 / WINTER 2020

Last Modified Date: 01/08/2020

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)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.

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