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

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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<tr>
<td>Antozsek-Rallo, Adam</td>
<td>Sec. S / STDO / W</td>
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SPECIAL FEATURES

1/5
York University / Sheridan College Program in Design
Editorial Design
fa/ysdn 3011 3.0

1. Special Features
EDITORIAL DESIGN.
Focuses on the design of print and electronic editorial documents. Students will investigate the relationship between type, illustration, photo and graphic imagery.
Prerequisite. Third or fourth-year standing in the BDes program or permission of the Department of Design.
software. An understanding and competence with Adobe InDesign, Illustrator, and Photoshop is a necessary prerequisite for this course.

SHERIDAN
Section S  Mondays 13:30–17:30 J 218 Course Director & Instructor: Adam Rallo Office hours by appointment. adam.rallo@sheridancollege.ca

YORK

Section M  Fridays 12:30–16:30 DB 4031 Course Director & Instructor: Elizabeth Hobart Office hours by appointment. zab@yorku.ca

EXPERTISE 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.

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

2. Topics and Concepts

Recommended Readings and Resources.

DESIGN FUNDAMENTALS


EDITORIAL DESIGN FUNDAMENTALS


EXAMPLES OF GREAT EDITORIAL DESIGN


CANADIAN MAGAZINE INDUSTRY RESOURCES
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.

3. Learning Outcomes

Successful 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

4. Graded Assessment

Evaluation 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 generation. Depth refers to the quantity and quality of exploration, experimentation and vertical development of the selected concept.

Concept. The quality of the ideas that a design is using to effectively address and engage the audience.

Effectiveness. Demonstrating an understanding of the design problem and project parameters by delivering an appropriate and relevant solution that successfully addresses the subject matter with impact.

Participation. Participation in all class activities and lectures is important to the learning process. Students are expected to attend all classes, be punctual and participate in critiques and class discussions.

Process. The ability to analyze ideas within the framework of project parameters, to conduct relevant research, to explore a wide range of initial approaches, and to test and refine solutions.

Presentation (Live). The ability to clearly communicate concept and process through verbal expression and supporting visual materials. This includes speaking with adequate pacing and volume, as well as presenting information in a manner that is interesting, engaging, and connects with the audience.

Production. The technical quality of the final deliverables, including but not limited to, the binding, coding, construction, data compression, printing, trimming, and the fidelity of all elements used in a project.

Project Management. The ability to meet deadlines on a consistent basis, to break down a project into phases and manage the work with minimal supervision. (A critical skill for transition to professional practice.) Students are expected to proactively move the project forward through critical phases while
maintaining a strong link to the research and the given theme.

**Visual Quality.** Demonstrating the ability to translate concept into technically refined forms, with visual interest, clearly defined hierarchy, and attention to detail. 4/5

**GRADING BREAKDOWN**

A grade slip will be returned with each project. Grading is based on professional standards 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

**10% Attendance/Participation**

Your final grade will be a reflection of your course project grades, participation (which includes weekly work habits), design development, presentations, and overall development and progress in the course.

**5. Additional Information**

**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 make themselves familiar with the course outline and come to class prepared for the activities listed therein.

Students are expected to record and document their design process. 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 should therefore be submitted to the instructor for review and evaluation.

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

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

Each student is expected to participate in in-class exercises and present their work and process in individual, small-group, and full-class critiques. Assessment of participation and engagement in the learning process takes place every week. It is essential that students attend as many classes as possible and engage in all critiques and activities in those classes.

Students are expected to listen actively and take notes in class and during lectures. 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.

5/5

**ACADEMIC POLICIES / INFORMATION**

**Last date to drop a fall term (F) course without receiving a grade:** November 9, 2018  
**Last date to drop a winter term (W) course without receiving a grade:** March 8, 2019  
**Last date to drop a full year (Y) course without receiving a grade:** February 8, 2019

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
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

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