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.

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. A / STDO / F</td>
<td><a href="mailto:zab@yorku.ca">zab@yorku.ca</a></td>
<td>416 203 0111</td>
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SPECIAL FEATURES

Students will participate in the course through Zoom video. You will need a stable, higher-speed Internet connection, a computer with webcam and microphone, and/or a smart device with these features. There will also be a Slack group for uploading files, discussion, and receiving course content.

Location: Online delivery. There will be no in-class interactions or activities on campus.

Organization of the course: the course will be held at regular class times, with designated times for each crit group within that scheduled time period. In addition there will be other course materials (video, readings, websites) that you can access online outside of class time.

TOPICS AND CONCEPTS

Book Design is an elective practicum course which explores the structure of bound, print-based, 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 content evolves in project phases that build toward a final bound book.
Content
• 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

LIST OF LEARNING OUTCOMES AND EXAMPLES OF

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

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

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
• Ability to work in an online environment

GRADED ASSESSMENT

The grading for the course breaks down as follows.
10% Book analysis and pdf presentation
30% Exercises of different book forms
25% Design proposal and concept
25% Thumbnails
10% Participation and development

When grading individual projects and assignments, you will be graded on four distinct aspects of the work.
1. ideas Their originality and thoroughness of rigor in exploring all design options (lateral thinking abilities), analysis of project requirements, understanding of the project and its parameters, goals & objectives
2. refinement of the design The ability to take the original idea(s) and develop/improve and apply them (vertical thinking abilities), critical evaluation of ideas & solutions
3. skills The technical abilities (understanding & execution) as demonstrated throughout the project from early sketches to finished state, translation of ideas to visually & technically refined forms
presentation The ability to communicate visually, verbally and in written form the systematic and logical direction your synthesis of the design process has taken and the final visual resolution of the project or exercise Each project will be graded as to originality, creativity, technical execution & presentation. Your final grade will be a reflection of your course project grades, participation – which includes weekly work habits, design development, and presentations.

All work must be complete and ready for presentation/submission at the beginning of the class in which it is due. Work not submitted at the beginning of class will be counted as late. It is imperative that you keep up with the work in this class. Critiques and class involvement at the formative stages of the design process are more beneficial than after all has been completed. Late and for incomplete work will be accepted at the discretion of the instructor. Accepted late work will penalized -10% per day late. Medical and compassionate exemption for lateness must be accompanied with proper written and signed documentation. All course work is to be submitted directly to the course instructor during scheduled course hours. In the rare event that this is impossible, contact your instructor directly to make arrangements.

final course grade

Course grades and continuing in the course will be significantly affected by:

- frequent lateness and absence from Zoom meetings
- coming to class unprepared to participate in studio work, critique and presentation
- absence at appropriate lectures

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

All courses taken at York, including failures are included in the grade point average calculations. To calculate your grade point average please visit: http://www.yorku.ca/ finearts/sas/gpa.htm

Key Semester Dates

Oct 10-16 Reading week (no classes)

Nov 13 Last day to drop class without receiving a grade

Dec 8 Fall classes end
ADDITIONAL INFORMATION

It is recommended that students have access to a home printer that can generate 8.5” x 11” pages. Although the course delivery is online, some principles can only be understood with an actual size printout. It does not need to be colour.

Classes will be in real time, using a combination of Zoom for face-to-face presentations and critiques and Slack for written critiques and file submission.

Recommended Reading


reference


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

Additional information:
• Academic Accommodation for Students with Disabilities
• 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 sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services
- Counselling Services, Trafalgar campus, B104, (905) 845-9430, ext. 2557 sheridancollege.ca/life-at-sheridan/student-services/counselling-services
  Health Services, Trafalgar campus, B129, (905) 845-9430, ext. 2550

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