FALL 2022

AP/PRWR 3910 A 3.0	Mechanics of Style
Course Director:	Name: Dr. Elizabeth Caravella Office hours: Contact: Ross S342 e-mail: caravell@yorku.ca
Time:	**Weds. @ 14:30 in MC 001**
Delivery Format:	◯ **SEMINAR –** in-person
Description:	This course is designed to introduce the protocols and practices involved in the design of books and related print and online formats, and to explore relevant theoretical and experiential bases for page, text, and book layout. Students will learn and apply methods of rhetorical analysis to a variety of publications. The course then offers students the opportunity to adapt and apply these protocols, principles and theories with the use of industry-standard software for their own personal book project. **Learning Objectives:** The purpose of this course is to expose students to the essential concepts concerning the components of visual rhetoric as related to book design and the principles and practices involved in book production today; thus, students have the potential to: • Understand and articulate rhetorical modalities as related to book content and design • Identify and put into use the elements of visual rhetoric • Learn, recognize and apply proven strategies and practices in elements of page design: i.e., typography, spacing, layout, image-use and integration • Critically examine and analyze various texts and books, supported by the knowledge of sound editorial principles and practices • Discern between content and design requirements in major categories of books • Understand and interpret, through discourse and application, fundamentals of book design for print and online display • Apply, in classroom workshops and independent work, the principles of document design with the use of page-making applications • Work with style sheets, grids, and templates in the preparation of documents • Learn to assess requirements and objectives of various

stages of the book production process, with reference to major publishers and independent publication

Course Structure
This is a hands-on course. That means that most of our class periods involve a heavy amount of discussion, activities, workshopping, and other in-classroom practice with the technologies used throughout the semester.
As such, coming to class prepared (ie, having completed any readings, preparing any questions, and bringing
any work in progress drafts to class) is essential for this course. Most class periods will begin by taking any questions or comments about that day's required materials, followed by an in-depth discussion and practical activities to put these theories into practice. In short: simply showing up is not enough, as active participation is
a key element of this course.

Grading Breakdown & Scoring

Visual Rhetoric Analysis	20%
Community Presence	20%
Sample Proof & Workshop Feedback	15%
Final Book Project	35%
Portfolio Materials	10%

Historical Requirement:	N/A
Requirements:	Completed minimum 54 credits
Reading List: (Subject to change: check with instructor/York bookstore before purchasing)	All course materials will be made available to you electronically.
Open To:	ENPR/PRWR Majors 3r/4th yr OPEN to 3rd/4th yr