

# SYLLABUS: JRN 440 MAGAZINE EDITING AND CONCEPTS (3 credits)

Point Loma Nazarene University, SPRING 2019

Tues/Thurs 6:00 – 7:15 PM in Bresee Lab in Ryan Library room 220

INSTRUCTOR: Erin Chambers Smith, [esmith4@pointloma.edu](mailto:esmith4@pointloma.edu)

By the end of this class, you will be familiar with how a magazine is produced, from start to finish. You will also become familiar with the key roles of magazine staff: the editorial team, the sales and marketing functions, the art/design element, and audience development.

Most of your time will be spent as a team player creating a magazine brand. The stories for your magazine should be original, based on real-world topics. By semester's end, you will develop a magazine prototype that you and your teammates will present to the class, as well as a plan for how to develop an audience for the magazine and engage them through social media and events.

The presentation of the prototype and audience engagement plan combined will be your final exam. Class participation in discussion and research, as well as a quiz or two will also factor into your overall grade.

Each of you will be responsible for writing, assigning and editing articles for the class project: the articles range from 200 words to 500 words in length, as well as at least 1,200 words for feature stories. You will also work on creating page layouts for your articles using the page-design program InDesign. The group will also need to create a plan for presenting the magazine on multiple platforms: print, digital and social media as well as engaging events and/or experiences.

## CLASS OBJECTIVES

1. Develop and present (application, synthesis) a magazine
2. Compose and copy-edit (application, synthesis) magazine stories
3. Create an audience development and engagement plan including social media strategy and events
4. Create (application, synthesis) page layouts with design software such as InDesign
5. Demonstrate (knowledge, comprehension) an understanding of the magazine media industry

## DESIGN-SPECIFIC CLASS OBJECTIVES

Achieving simplicity in design looks easy enough. But any designer will tell you that it's easier said than done. Good design — in our case, good magazine design — can separate good publications from mediocre ones. In this electronic age, good design becomes even more important because you're competing for the audience's attention. Just how do you achieve good design? That will be one of the things you'll learn in this class. By the end of the 16 weeks, we will have covered the following in the design portion of the class:

- Basic design concepts, such as typography and color.
- Effective use of white space.
- How to use grids.
- Designing on deadline.
- Dealing with production issues and challenges.
- Planning and backout schedules.
- Analyzing effective design for various target audiences.

## BACKING UP YOUR WORK

Because of the nature of this class, it is very important to back up your work. Make it a habit to back up your work during class, after class and pretty much every single time you touch your InDesign documents. Files are not to be stored on the class shared drive. It is important that pages and photos be stored in two places (your personal drives as well as a flash drive). Any missing files will put you and the team at a serious disadvantage — jeopardizing your grade and your final project.

## CLASS FORMAT

Class meetings will include lectures as well as individual and group exercises. The design portion of the magazine class will be in a lab format. The class will be a mix of lectures, hands-on InDesign, writing and editing sessions, one-on-one critiques and group discussions. There will be occasional quizzes and check-ins to ensure you are retaining the basis of the lectures.

The Bresee Lab is reserved for students enrolled in Writing 440 during scheduled class sessions. In addition to these hours, you may use the Bresee Lab to work on assignments during the posted open-lab hours.

## OUT-OF-CLASS REQUIREMENT

It is important to devote at least four to six hours outside of class each week to accomplish the assignments and the final project. Most of the class will be devoted to hands-on work on articles and layouts, but in order to efficiently use our allotted in-class time, work must also be done outside of class.

## READING MATERIALS

Reading materials will be provided as necessary.

## SUPPLIES

- To store and back-up your files, you will need a flash drive (at least 2G).
- Purchase of one magazine is required.

## GRADING POLICY

Final grades will be based on the following scale:

- A 93% - 100% of possible points
- A- 90% - 92% of possible points
- B+ 87% - 89% of possible points
- B 83% - 86% of possible points
- B- 80% - 82% of possible points
- C+ 77% - 79% of possible points
- C 73% - 76% of possible points
- C- 70% - 72% of possible points
  
- D+ 67% - 69% of possible points
- D 63% - 66% of possible points
- D- 60% - 62% of possible points
- F 0% - 59% of possible points

## DEADLINES

Work submitted after the deadline will lose half of its potential grade and will be subject to real-world consequences and conditions when being evaluated.

## ATTENDANCE POLICY

The basic guidelines for this class are simple: 1) Be in class. 2) Be on time. 3) Have your work ready at the beginning of class. Two will put you behind, and with three absences, you can be dropped from class altogether. Two late arrivals or early departures are equal to 1 absence.

## FINAL EXAMS

Taking the final exam at its scheduled date and time is part of the course requirements. Students are expected to fit their travel arrangements around the requirements of the course.

## ACADEMIC ACCOMMODATIONS

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic accommodations. At Point Loma Nazarene University, these students are requested to file documentation during the first two weeks of the semester with the Academic Support Center (ASC), located in the Bond Academic Center. This policy assists the University in its commitment to full compliance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. Once the student files documentation, the ASC will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual learning needs of the student.

## DEPARTMENTAL PLAGIARISM POLICY

The Department of Literature, Journalism, and Modern Languages deems intellectual and academic integrity to be critical to academic success and personal development; therefore, any unethical practice will be detrimental to the student's academic record and moral character. Students who present the work of others, which includes but is not limited to borrowing another student's work, buying a paper, or using the thoughts or ideas of others as if their own (using information in a paper without citation), commit plagiarism. Students will be held accountable for plagiarized material whether the material was plagiarized intentionally or unintentionally. Plagiarized work will result in a failing grade for the assignment and possibly for the course. In either event, a written report will be filed with the department chair and area dean. The dean will review the report and submit it to the provost and the vice president for student development. It will then be placed in the student's academic file.

## PUBLIC DISCOURSE

Much of the work we will do in this class is cooperative, by nature of the class discussions and general feedback given to written work and/projects; thus you should think of all your writing and speaking for and in class as public, not private, discourse. By continuing in this class, you acknowledge that your work will be viewed by others in the class.

## INCLUSIVITY

Because the Literature, Journalism, and Modern Language department recognizes the power of language, all public language used in this course, including written and spoken discourse, will be inclusive. This standard is outlined by all major academic style guides, including MLA, APA, and Chicago, and is the norm in university-level work.

## SCHEDULE OF TOPICS AND ASSIGNMENTS

Week of Jan. 8

Tues: Introduction to magazine industry

Thurs: Intro to writing/interviewing, editing, planning magazine sections

Week of Jan. 15

Tues: Magazine round-robin presentation

Thurs: Form team groups, brainstorm magazine concepts

HOMEWORK: WRITE A PROFILE OF A CLASSMATE (at least two sources)

Week of Jan. 22

Tues: Review teams + concepts; establish deadlines, departments, roles

Thurs: Profiles due. Review magazine brands on social media + events

Week of Jan. 29

Tues: INDESIGN intro + LAB WORK (create templates)

Thurs: Production meeting; WRITE, EDIT, RESEARCH departments.

Week of Feb. 5

Tues: Sales + Marketing department overview

Thurs: Audience development role overview;

Week of Feb. 12

Tues: Production meeting

Thurs: Part 1 pages due; group editing session (2-3 reads per piece)

Week of Feb. 19

Tues: Art/design meeting; photo research

Thurs: QUIZ (concepts, history, audience development, etc.)

Week of Feb. 26

Tues: Guest Speaker TBD

Thurs: Part 2 stories due

Week of March 5: Spring Break

Week of March 12

Tues: InDesign lab + work on layouts for parts 1-2

Thurs: part 3 stories due; group editing session

Week of March 19

Tues: FOB EDITING/WRITING; Create "dummy"

Thurs: Sales meeting; review advertising targets and ad creative; adjust dummy.

Week of March 26

Tues: Cover concept lecture; newsstand overview

Thurs: Cover meetings. Design/lay out FOB

Week of April 2

Tues: Copy edit, review, prep for proof 1

Thurs: Proof 1 due.

Week of April 9

Tues: Copy edit, review, proof 2

Thurs: Proof 2 due

Week of, April 16

Tues: Complete magazines due end of class

Thurs: Easter recess

Week of April 23

Tues: Class recap and presentation prep

Thurs: Sales, marketing, audience development plans due (social + events)

Week of April 30

Tues: Final presentations

Thurs: Final presentations