

# The Driftwood

## WRI 216 Creative Arts Journal Workshop

Point Loma Nazarene University

Spring 2017

1 credit hour

**Prerequisite:** Writing 110 or instructor's approval

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**Objectives:** to produce, promote, and distribute a scholarly, professional literary journal that complements the mission of PLNU while providing students with the opportunity to be involved in, and directly responsible for, each step in the production of *Driftwood* 2017. Spring semester students will learn aspects of literary magazine production and distribution through hands-on work experience.

**OFFICIAL COURSE LEARNING OBJECTIVES:** *Students who complete WRI 216 will be able to*

1. produce a professional literary journal that complements the mission of PLNU
2. engage aspects of editing and publishing through evaluation of works submitted for publication
3. collaborate with others to accomplish the shared task of bringing a publication to completion
4. develop a greater understanding of the issues faced by Christian writers and artists; ensure a means of student expression and publication on the PLNU campus.

**Activities:** Due to the workshop orientation of this course, learning will evolve from hands-on activity in all aspects of producing a literary journal, including organization, publicity, reading, selecting entries, copy-editing, marketing, sales, and other activities required and/or sponsored by *Driftwood* 2017. Guidance, direction, and leadership will be provided by the professor/advisor and editors.

**General Expectations and Attendance Policy:** Weekly, one-hour, full-staff meetings and/or editorial staff meetings will be held during class and by arrangement. Students are entitled to one absence per semester; further absences will lower the course grade. Three absences may result in de-enrollment. The only "excused" absences are for Provost-approved activities. **IT IS EXTREMELY IMPORTANT THAT STUDENTS MAKE ALL CLASS AND STAFF MEETINGS.** Call/email the editor and the professor **IN ADVANCE** if you are not able to attend a meeting.

**OFFICIAL ACADEMIC ACCOMMODATIONS STATEMENT FROM THE UNIVERSITY:** "All students are expected to meet the minimum standards for this course as set by the instructor. Students with learning disabilities who may need accommodations should first discuss options and services available to them in the Academic Support Center (ASC) during the first two weeks of the semester. The ASC, in turn, will contact professors with official notification and suggested classroom accommodations, as required by federal law. Approved documentation must be provided by the student and placed on file in the ASC prior to the beginning of the semester."

**Organizational Flow:** Staff members are responsible for completing assigned tasks on schedule. Self-motivation at staff level is the keys to the publication's success. Problems and concerns should be reported ASAP to committee chairs or to the editors or advisor if committee chairs are unavailable.

Committee chairs need to stay in close regular contact with the editors, who have authority to organize committees, appoint committee chairs, assign miscellaneous tasks, schedule meetings, and make policy decisions in consultation with the advisor. The advisor will be responsible for all funds disbursement and course grades and will advise the editors on major policy and organizational decisions.

**Evaluation:** Letter grades will be based on attendance, initiative, participation in class and outside activities, meeting sales shift responsibilities, and completion of other assignments.

**DEPARTMENT GUIDELINES**

**In order to maintain your professional credibility, do not** Text, tweet, email, Facebook or Instagram post, read outside materials, do work from other classes, or any personal writing while this class is in session. If you don't know what you should be doing, ask an editor. Also do not hold private conversations during class discussions, while the professor or one of the editors is talking to the class, or while someone is asking a question. Whispering is also distracting. And avoid doing anything else that is obviously disruptive to other students or distracting to the editors when they are addressing the class.

**Driftwood Staff Responsibilities:**

- Actively encouraging sales: class visits, department visits, word-of-mouth
- Working a weekly one-hour outside-of-class shift to sell the Driftwood
- Designing posters for Driftwood sales and the awards ceremony
- Working on committees for the awards ceremony: set-up, food, decorations, tear-down, multimedia
- Selling 5 copies of the Driftwood outside of sales shift

**Time commitment: average** of 3 to 6 hours per week in and out of class

**Driftwood Lesson Plan—Tentative Schedule**

2016-2017 School Year, Spring Semester

Week 1	Welcome, syllabus, quality control, insert DVDs; deliver to DBS, judges, & ad placers
Week 2	Put together sales shifts, notify contributors, begin sales
Week 3	Get into awards committees, plan for awards ceremony, sales
Week 4	Sales & Plan for awards ceremony
Week 5	Sales & Finalize details for awards ceremony
Week 6	Sales and Tentative awards ceremony week
Week 7	Publicity, Promotion, Catch up on sales, etc.
Week 8	Catch up on sales, etc.
<b>Week 9</b>	<b>No class—Spring Break</b>
Week 10	Publicity, Promotion, Catch up on sales, etc.
Week 11	Publicity, Promotion, Catch up on sales, etc.
Week 12	Publicity, Promotion, Catch up on sales, etc.
Week 13	Publicity, Promotion, Catch up on sales, etc.
Week 14	Publicity, Promotion, Catch up on sales, etc.
Week 15	Finals Week. Final exam will be the same time as the regular class meeting

**Spring Assignment Grid**

Complete the following tasks in order to receive a good grade in the class.

	Sale-seeking assignment: Visit a department on campus. Speak to the department head, sell books to professors, present a quick request in front of at least one class, and hang department-specific posters.
	Sales shift: 1-2 hours per week starting when the Driftwood is printed and ending when we sell out. Set up a table outside of the cafeteria and sell to professors, students, and visitors.
	Awards Ceremony committee: Serve on one of the awards ceremony committees and facilitate between staff meetings—live music, readings, refreshments, venue and equipment, advertising. Show up for setup/breakdown.
	Personal Sales: Sell at least five Driftwoods outside of sales shifts and class meetings.
	Participation: Show up to every class session on time and prepared.