

SYLLABUS: WRITING 440 MAGAZINE EDITING AND CONCEPTS 3 credits

Point Loma Nazarene University, SPRING 2018

Wednesdays from 6 – 8:45 PM in Bresee Lab in Ryan Library

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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 editor, the advertising manager, the art director and the circulation manager.

Most of your time will be spent as a team player on a magazine that you will create from scratch. 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.

The presentation and the prototype combined, along with a possible quiz or two, will be your final exam.

Each of you will be responsible for writing articles for the class project: the first at least 500 words in length, the second at least 1,000 words. You will also be responsible for creating page layouts for your articles using the page-design program InDesign. The group will also need to demonstrate the value of present-ing the magazine on multiple platforms: print, online and social media.

CLASS OBJECTIVES

1. Develop and present (application, synthesis) a magazine
2. Compose and copy-edit (application, synthesis) magazine stories
3. Create (application, synthesis) page layouts with design software such as InDesign
4. Demonstrate (knowledge, comprehension) an understanding of the key roles of a magazine staff and the 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 — is what separates 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 sessions, one-on-one critiques and group discussions. There might be an occasional quiz just to make sure you're absorbing some of the basic design concepts.

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 only be accepted one week after its due date.

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

Wednesday, Jan. 10

EDITING/WRITING INTRODUCTION
INTERVIEW TECHNIQUES
EXAMINATION OF NATIONAL MAGAZINES

Wednesday, Jan. 17

PRESENTATION OF FAVORITE MAGAZINE
INTERVIEW TECHNIQUES PART 2
HOMEWORK: WRITE A PROFILE OF A CLASSMATE

Wednesday, Jan. 24

PROFILES DUE
ANALYZE FINAL PROJECTS OF FORMER PLNU CLASS
DISCUSS MAGAZINE TITLES

Wednesday, Jan. 31

INDESIGN INSTRUCTION 1 OF 3
BRAINSTORM NAME, DEPARTMENT, STORY IDEAS FOR MAGAZINE

Wednesday, Feb. 7

INDESIGN INSTRUCTION 2 OF 3
CLASS HOLDS OWN FOLLOW-UP BRAINSTORM MEETING
INSTRUCTOR OUT – WILL HEAR REPORT ON MEETING NEXT WEEK

Wednesday, Feb. 14

CLASS REPORTS ON LAST WEEK'S MEETING
STORY ASSIGNMENTS MADE

Wednesday, Feb. 21

FIRST STORY DUE
ASSIGN AND BEGIN SECOND STORY

Wednesday, Feb. 28
GUEST SPEAKER
SECOND STORY DUE

Wednesday, March 7
Spring Break

Wednesday, March 14
INDESIGN INSTRUCTION 3 OF 3
INSTRUCTOR OUT – STUDENTS TO USE CLASS TIME TO FURTHER PROJECT
DESIGN FIRST STORIES

Wednesday, March 21
EDITING/WRITING Start writing table of contents, editor's letter, staff box
DESIGN Ads due. Turn in photocopies of proposed advertisements (minimum of 5). Start dummied magazine.
LAB/EXERCISE Finish designing Article 2. Due at end of class. Prep for merging.

Wednesday, March 28
EDITING/WRITING Continue writing table of contents, editor's letter, staff box
DESIGN Start designing cover
LAB/EXERCISE Merge layouts into one document

Wednesday, April 4
EDITING/WRITING Magazines should be in proofing stage
DESIGN Magazines must be in design proofing stage
LAB/EXERCISE First proof due at end of class

Wednesday, April 11
EDITING/WRITING Magazines should be in proofing stage
DESIGN Magazines must be in design proofing stage
LAB/EXERCISE Second proof due at end of class

Wednesday, April 18
Final magazines due

Wednesday, April 25
Class recap and presentation prep

Wednesday, May 2
Final presentations