

**POINT LOMA  
NAZARENE  
UNIVERSITY**

Spring 2022

**MONDAYS  
6-8:45 P.M.**

**REMOTE  
VIA ZOOM**



**JRN4040 MAGAZINE EDITING AND CONCEPTS 3 credits**

ADJUNCT PROFESSOR | MICHAEL JAMES ROCHA

**COURSE DESCRIPTION**

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 an online 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 an online magazine prototype that you and your teammates will present to the class on Monday, May 2 (date may change). The presentation and the prototype combined will be your final exam.

Each of you will be responsible for writing two articles for the class: the first at least 500 words in length, the second at least 1,100 words. You will also be responsible for creating online page layouts for your articles using website creation programs such as Wix or Wordpress. The group will also need to demonstrate the value of presenting the magazine on multiple platforms: print, online and social media.



**MICHAEL JAMES ROCHA**

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**COURSE LEARNING OUTCOMES**

Students who complete JRN4040 will be able to:

1. Develop and present (application, synthesis) a magazine prototype (online) as a part of a collaborative team effort
2. Compose and copy-edit (application, synthesis) magazine stories
3. Create (application, synthesis) online page layouts with website creation programs such as Wix or Wordpress
4. Demonstrate (knowledge, comprehension) an understanding of the key roles of a magazine staff and the industry

**COURSE CREDIT HOUR INFORMATION**

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3 unit class delivered over 15 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes.

**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 15 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.
- Dealing with production issues and challenges.
- Planning and backout schedules.
- Analyzing effective design for various target audiences.

**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 writing 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 magazine concepts. in the design portion of the class.

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**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**

• No supplies necessary.

**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

Grades will be determined as a percentage of points accumulated divided by the total points possible throughout the semester.

**INCOMPLETES AND LATE ASSIGNMENTS**

All assignments are to be submitted/turned in by the beginning of the class session when they are due — including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

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**ONLINE  
RESOURCES**

**www.mrmagazine.com**  
The website of magazine expert Samir Husni, Ph.D.

**www.magazine.org**  
The official website of the Association of Magazine Media

**www.garciamedia.com**  
Website of renowned designer Mario Garcia

**www.snd.org**  
The website of the Society for News Design

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**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.

**STATE AUTHORIZATION**

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on State Authorization to view which states allow online (distance education) outside of California.

**PLNU COPYRIGHT POLICY**

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

**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.

**PLNU ACADEMIC HONESTY POLICY**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

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**PLNU ACADEMIC ACCOMMODATIONS POLICY**

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 adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

**PLNU ATTENDANCE AND PARTICIPATION POLICY**

Regular and punctual attendance at all synchronous class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered asynchronously and attendance will be determined by submitting the assignments by the posted due dates. See Academic Policies in the Undergraduate Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

**Asynchronous Attendance/Participation Definition**

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

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**SPIRITUAL CARE**

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith. If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the Office of Spiritual Development

**USE OF TECHNOLOGY**

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the Technology and System Requirements information. Additionally, students are required to have headphone speakers compatible with their computer available to use. If a student is in need of technological resources please contact [student-tech-request@pointloma.edu](mailto:student-tech-request@pointloma.edu).

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

**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.

**E-MAIL**

Please use your PLNU e-mail accounts for all electronic correspondence. That is how I will send you messages about possible changes in assignments, class times, or questions about your work.

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**SCHEDULE OF TOPICS AND ASSIGNMENTS**

**Monday, Jan. 10** (*Tuesday, Jan. 11 - classes begin*)

EDITING/WRITING Introduction: JRN4040 (lecture)

DESIGN Introduction: What is editorial design? (lecture)

LAB/EXERCISE Analyzing magazine design, plus homework and skills assessment (lecture)

**Monday, Jan. 17**

Martin Luther King Jr. holiday

**Monday, Jan. 24**

EDITING/WRITING The elements of a good story, plus interviewing practice (lecture)

GUEST Speaker: Reporting and writing basics

LAB/EXERCISE Homework: magazine design analysis **25 points**

**Monday, Jan. 31**

EDITING/WRITING The elements of a good story, Part 2. Plus, team huddle (lecture)

GUEST Speaker: What makes good writing

LAB/EXERCISE Hands-on analysis of a story

**Monday, Feb. 7**

EDITING/WRITING The “advance” or “utilitarian” story — start writing Article 1 (lecture)

DESIGN Design basics: Typography and color (lecture)

LAB/EXERCISE Writing Article 1

**Monday, Feb. 14**

EDITING/WRITING Continue working on Article 1 (hands-on)

DESIGN What makes a good page, plus white space and grids (lecture)

LAB/EXERCISE Writing Article 1. Quiz: Typography and color **25 points**

**Monday, Feb. 21**

EDITING/WRITING Continue working on Article 1 (hands-on)

DESIGN Examples of one-page designs, plus magazine roles (lecture)

LAB/EXERCISE Writing Article 1

**Monday, Feb. 28**

EDITING/WRITING Article 1 due (500 words) **75 points** Introduce Article 2 concept (hands-on)

DESIGN More examples of effective designs (lecture)

LAB/EXERCISE Brainstorm ideas for Article 2 (hands-on)

**Monday, March 7**

Spring break

**Monday, March 14**

EDITING/WRITING Continue writing Article 2: “Uniquely San Diego” story (hands-on)

DESIGN Magazine covers (lecture)

LAB/EXERCISE Writing Article 2

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**Monday, March 21**

EDITING/WRITING Continue writing Article 2

DESIGN Ads due. Turn in proposed advertisements (minimum of 5)

LAB/EXERCISE Begin prepping website (hands-on)

**Monday, March 28**

EDITING/WRITING Article 2 due at beginning of class (1,100 words) **125 points**

DESIGN Start designing website (hands-on)

LAB/EXERCISE Website work (hands-on)

**Monday, April 4**

EDITING/WRITING Start writing table of contents, editor's letter, staff box (hands-on)

DESIGN Website work continues (hands-on)

LAB/EXERCISE Website work continues (hands-on)

**Monday, April 11**

EDITING/WRITING Articles should be copy-edited (headlines, captions, etc.)

DESIGN Website work continues (hands-on)

LAB/EXERCISE Website work continues (hands-on)

**Monday, April 18**

Easter break

**Monday, April 25**

EDITING/WRITING Final proofing of stories

DESIGN Finalize websites (hands-on)

LAB/EXERCISE Final magazine websites due at 8:45 p.m.

**Monday, May 2**

Final presentations

**OTHER POINTS**

♦ **Overall magazine prototype 150 points**

♦ **Fulfillment of team member responsibilities 50 points**

*These include attendance at group meetings, cooperation, initiative and fulfillment of group-determined deadlines.*

♦ **In-class oral presentation 100 points**

*This includes cohesiveness and thoroughness of the presentation and being realistic about your magazine's demographics and financial projections.*

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