ENGLISH 199/299  MAGAZINE PRODUCTION (RAIN BIRD)
VARIABLE CREDITS (1,2, OR 3)
Days and Time: T-TH 2:45

INSTRUCTOR: Robert Barclay
OFFICE: Akoakoa 236
OFFICE HOURS: MWF 8:30-11:30 T-TH 8:00-10:00
TELEPHONE: 224-3019
EFFECTIVE DATE: Fall 2012

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College is committed to excellence in the liberal arts and career
development; we support and challenge individuals to develop skills, fulfill their potential, enrich
their lives, and become contributing, culturally aware members of our community.

CATALOG DESCRIPTION

This course is intended to acquaint students with the theory, practice, and technical skills
required to publish a small literary magazine, and, by extension, enable students to produce
any small publication such as handbooks, manuals, brochures, flyers, newsletters, etc. Eng
199 will cover planning, publicity, selection, and editing; and Eng. 299 will cover additional
editing, proofreading, layout, production, distribution, and celebration. Students may take the
course for one to three credits, with specific time commitments required for each.

REQUIREMENTS COURSE SATISFIES

Elective credits toward AA degree.

RECOMMENDED BASIC SKILL LEVELS

Willingness to carry out responsibilities on time and to work cooperatively with others. Basic
knowledge of grammar, word usage, and punctuation are helpful. Awareness of literary forms
and styles. Some computer skills. An eye for visual detail.

STUDENT LEARNING OUTCOMES

Upon full and successful completion of this course, the student will be able to:
• Understand how audience, purpose, and mode of publication affect publication design.
• Display skills in several areas of magazine production such as selection, editing,
  proofreading, design, and layout.
• Choose type faces that produce desired impact and apply typographic principles to promote
  readability.
• Apply style-sheet rules.
• Use scanners and digital cameras to input information in proper file formats.
• Become a strong, contributing participant in the production of a magazine which maintains
  high standards.
COURSE CONTENT AND TASKS

We will have at least two regular meetings per week, days and times to be determined. There may also be some additional time required of you to meet publication needs, such as evenings or on weekends. This is your magazine, with your decisions, your vision, and your ideas creating the final product. As such, you will be expected to:

1. Participate in the entire production process of the magazine: planning, publicity, selection, copyediting, proofreading, formatting, design, layout, production and printer contact, publication party, and distribution.
2. Take at least one major continuing responsibility for the magazine. Carry out this responsibility fully, including coordinating and scheduling committees of other students as needed to work on the task. Assist other members of the group in their responsibilities.
3. Work cooperatively and responsibly with the team, including credit students, advisors, and volunteers.

ASSESSMENT TASKS AND GRADING

The instructor will evaluate the student’s work on the basis of quality and quantity in relation to goals and strategies. In addition to the tasks required to create the magazine, students will write a final report and analysis of their learning and contributions.

During the semester students should spend a minimum of the following time on activities:
- 6 hours per week for 3 credit hours
- 4 hours per week for 2 credit hours
- 2 hours per week for 1 credit hour

Students are expected to attend the weekly class meetings regularly, to carry out assigned responsibilities in a timely way, and to be supportive of each other and of the group as a whole. Students need to let the instructor know ahead of time if they cannot make a meeting or carry out a responsibility as agreed to.

LEARNING RESOURCES

There are no texts to buy, but we have several text and software resources that we will consult and use.

Course Outline

August: Planning and Publicity (carries over from previous semester’s decisions)
- Introduction to course
- Create flyers, posters
- Class visits
- Coordinate with school paper for article
- Plan and perform publicity stunt
- Solicit entries

September: Preparation and Collection
- Software tutorials
- Selection criteria
Writing collection, coding, and copying
Create contact database of authors
Acknowledge entries

October: Selection and Art Collection
Read, discuss, and score each writing entry
Collect code, and copy art entries
Create contact database of artists

November: Selection and Decision
Finish writing selection
Finish art selection
Contact authors and artists
Solicit electronic copies
Scan or digitally photograph all art selections

December: Complete all semester tasks
Finalize all tasks
Create issue file on computer, all art and writing.

January: Editing
Discuss editing procedures, style sheet
Assign editors
Begin editing writing

February: Editing and Proofing and Planning
Finish editing.
Seek author approval of galley proofs
Discuss proofreading techniques
Begin proofreading
Plan theme for next issue, create and distribute forms
Publicize next issue

March: Proofing and Layout
Finish proofing
Preliminary layout, pairing art and writing
Manipulate art in Photoshop
Format writing.
Input final layout in InDesign

April: Cover Design and Publication
Design Cover
Bid for printing
Finalize issue
Plan celebration

May: Celebrate
Launch party for issue