ENGLISH 280: BOOK PRODUCTION (RAIN BIRD)
VARIABLE CREDITS (1,2, OR 3)
Days and Time: T-TH 2:45

INSTRUCTOR: Robert Barclay
OFFICES: Akoakoa 236
OFFICE HOURS: MWF 8:30-11:30 T-TH 8:00-10:00
TELEPHONE: 224-3019
EFFECTIVE DATE: Spring 2015

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College offers innovative programs in the arts and sciences and opportunities to gain knowledge and understanding of Hawai‘i and its unique heritage. With a special commitment to support the access and educational needs of Native Hawaiians, we provide O‘ahu’s Ko‘olau region and beyond with liberal arts, career and lifelong learning in a supportive and challenging environment — inspiring students to excellence.

CATALOG DESCRIPTION

This course is intended to acquaint students with the theory, practice, and technical skills required to publish a book (the Rain Bird Literary and Art Journal), and, by extension, enable students to participate in the creation of other publications such as magazines, handbooks, manuals, brochures, flyers, newsletters, etc. To varying degrees over two semesters, the course covers planning, publicity, selection, editing, proofreading, layout, production, distribution, and celebration. Students may repeat the course for elective credit.

REQUIREMENTS COURSE SATISFIES

Elective credits toward AA degree.

RECOMMENDED BASIC SKILL LEVELS

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

STUDENT LEARNING OUTCOMES

Upon full and successful completion of this course, the student will be able to:

• Evaluate how audience, purpose, and mode of publication affect publication design.
• Employ skills such as editing, proofreading, design, and layout.
• Participate in imaginative and creative collaboration in the production of a journal that maintains high standards.
COURSE CONTENT AND TASKS

This is your journal, with your decisions, your vision, and your ideas as a team creating the final product. As such, you will be expected to participate in a collaborative production process. To varying degrees across two semesters, this involves planning, publicity, selection, copyediting, proofreading, formatting, design, layout, production, bid creation, publication party, and distribution. As a team, you might invent new tasks as well. You must work cooperatively and responsibly with the team, including credit students, advisors, and volunteers. This course is not intended to be a homogenous experience for all students, and you are encouraged to find and create your own niche within the team.

ASSESSMENT TASKS AND GRADING

The instructor and students will evaluate each other as a team, on decisions made at every step of the collaborative process, with the aim of revising toward a final product.

In addition to the collaborative tasks required to create the magazine, students will write a final report and analysis of their learning, contributions, and collaborative experience—worth 50% of the final grade.

Students are expected to attend the weekly class meetings regularly, to carry out collaborative responsibilities in a timely way, and to be supportive of each other and of the group as a whole.

The remaining 50% of the grade will be decided collectively, based on participation and contribution.

LEARNING RESOURCES

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

Course TASKS

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