English 280: Book Production (Pueo)
CRN 63120

Instructor: Jenny Webster
Office: Manaleo 104
Office Hours:
Monday: 11:30 am – 3:00 pm (Apt only after 3 pm)
Tuesday: 4:15 pm – 5:00 pm
Wednesday: 3:00 pm – 5:00 pm
Thursday: 10:00 am – 11:15 am & 4:15 pm – 5:00 pm
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Semester: Fall 2016

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 skills required to publish a book (Pueo Literary and Art Journal), and, by extension, enable students to participate in the production of any small publication 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. Six credits may be applied to the AA degree. (3 hours lecture)

STUDENT LEARNING OUTCOMES

Upon completion of the 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.

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.
COURSE TASKS

This is your magazine, with your decisions, your vision, and your ideas creating the final product. As such, you will be expected to participate in the production process of the magazine. To varying degrees across two semesters, this involves planning, publicity, selection, copyediting, proofreading, formatting, design, layout, production, bid creation, publication party, and distribution. 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.

New Features: Students also have the option of publishing individual or collaborative books of art or writing or both. This is not mandatory but highly encouraged.

ASSESSMENT TASKS AND GRADING

The instructor will evaluate the students’ work on the basis of quality and quantity in relation to the various tasks that they choose. In addition to these tasks, which are required to create the magazine and account for 33.3 percent of their grade, they will create a sample book of their own work, which will account for 33.3% of their grade, and they will write a final report and analysis of their learning and contributions, which will account for 33.3% of their grade.

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 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

**DISABILITIES ACCOMMODATION STATEMENT**

If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to fully participate in this class, you are encouraged to contact the Disability Specialist Counselor to discuss reasonable accommodations that will help you succeed in this class. Ann Lemke can be reached at 235-7448, lemke@hawaii.edu, or you may stop by Hale ‘Akoakoa 213 for more information.

Revised August 16, 2016